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PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

Vol. CXIV, No. 1

NEW YORK, JANUARY 6, 1921

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The 1921 EDITION of the
AMERICAN
NEWSPAPER ANNUAL
& DIRECTORY

Is Ready for Delivery

THE present volume continues all the old features with a number of new ones. Among these is an Alphabetical Index to about 6,000 Class and Trade Publications, Magazines, Reviews, etc., also populations from the 1920 Census. There are 97 specially engraved Maps and 343 lists of different classes of publications.

Owing to the extraordinary increase in the cost of paper and labor we have been obliged to make the price of the 1921 volume \$15.00, carriage paid in United States and Canada. Address the publishers.

cross the path.

N. W. AYER & SON
PHILADELPHIA PENNSYLVANIA

The Inter- rupting IDEA

—the Idea based upon a business, a product or a need of the consuming market, that is so new, so original, so fundamental and so true, that it *interrupts* the reader, overcomes inertia and creates action.

To the advertiser who realizes the need of an Interrupting Idea that will not only tell but SELL, we say—

"Put it up to men who know your market."

FEDERAL
Advertising Agency, Inc.
Six East Thirty-ninth St., N.Y.



Ref. 659

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXIV

NEW YORK, JANUARY 6, 1921

NO. 1

Where Are My 1921 Customers Coming From?

There Are New Markets for Old Products and for Products
thought of—Active Sales Always Await Enterprise



By Roy Dickinson

NO better Christmas gift for a national advertiser, agency president or the man selling space in any advertising medium could have been devised than a little black book containing the shortest routes to the most receptive markets or a list of the most logical prospects for more business in 1921. For everybody is looking ahead.

It has been pretty generally decided that the world is not going to pieces. It has always held together by some freak of chance, and probably always will. If it does go to pieces, there is nothing left to worry about. So in every line of business men are gazing forward through the fog to the clearer paths just ahead, promised by captains of industry, bankers and our own courage and common sense. But where the best markets are to be found, who the logical prospects are, and how to get them—these are the old-fashioned, normal problems which the New Year offers.

In every time like the present, notable successes in business have been started, usually by men who were able to change their angles of vision quickly. Some men started on the high road to national success by changing their product. Other men have achieved fortune by making a trailer or an almost forgotten product in their factory the leader, and making the "tail wag the dog to the tune of millions. The world is always

willing to pay handsome rewards to the man who is willing to take a new tack, discover new outlets, or change his merchandising plan, and the people who will respond to new ideas in 1921 are no different from the customers who helped build past successes. There are customers waiting for the man who is not afraid to break traditions in his trade, who investigates and then does the original.

A glance back at some of the instances where men have changed what was sometimes near disaster to big success is always inspiring for a look ahead. The men who won out seldom imitated; they struck out. But there is usually a lesson in every breaking away from the usual, for the man who wants new customers. If one market goes stale, there is always another.

A man named Knut Hamsun, who couldn't sell his services as a horse-car conductor in Chicago, made a quick shift from driving horses to driving the pen. He won the Nobel prize for literature this year. His counterpart is found in many a story of business success.

There was a canning factory over in New Jersey, for example, which had been successful for a great many years. It sold a miscellaneous line of canned goods, mostly preserves, and went along in the same way. But something went wrong with the buying habits of the people, or the hold the prod-

uct had upon them, and the product lost out in sales. Slowly, then quickly, the business went down-hill and lost money. Liquidation was almost considered. Because the whole situation was more or less complicated, it need not be gone into at length—but the business was in a crisis.

A young man working as a chemist in the company had the habit of originality and of looking at things in a different way, and he believed that a change in both product and selling methods was necessary if the business was to be saved. He thought of the idea of a condensed brand of soups and worked hard toward the development of that product. There were, at the time, many soups on the market in expensive cans, but condensed soups to be sold at a 10-cent price had not been heard of.

This young man was fortunate enough to have, as one of the owners of the business, his uncle, who stuck with him in his new idea against the opposition of other high executives in the firm, including the founder of the business himself. The new idea was against traditions and habits. But the new soups, backed by a real advertising campaign which has gradually grown in volume, appealed to the public, and, with new selling methods, quickly made up the losses in the business.

All the old products were abandoned. To-day the canning factory is forgotten, but the Campbell Soup Company is known as one of the big successes in America. The company concentrates upon a line of twenty-one different kinds of canned soups and one kind of canned pork and beans as a trailer.

Yet few people who buy the product in its present form realize that, except for a matter of real insight and the courage to make radical changes in serious times, their best bet might have been overlooked.

It is interesting to note that the first advertising expenditure of this company consisted of \$4,264, spent for one-third of the run of New York surface cars for a year. At the present time almost \$300,000

a year is spent in a single publication, and almost every form of publicity is now used or has been used during its development. This radical decision was made back in 1898, and the advertising history of the company dates from 1899. They have learned a great deal in these years, one instance of which is worth noting here.

H. F. Jones, in charge of the company's advertising now, said, a few weeks ago, to a representative of *PRINTERS' INK*: "The consumer is still buying our product. That phase of the situation it will be possible to control, we believe, through advertising. For years we have been going to the consumer through every medium of publicity. By this means our business has become a staple, all-year-round business, and our volume runs into millions of cans a week. This tremendous output enables us, even to-day, to sell our product to the consumer at fifteen cents a can."

The man who is interested in finding customers not only for next year, but for the years to come, and so building up a steady future demand, can get a real inspiration from both the radical change in policy of the Campbell company and the importance it places upon advertising in building its present prosperity.

A YOUNG SON GIVES IDEA FOR NEW ENTERPRISE

For another instance of a shift in the angle of vision let's look at the case of Clarence W. White, of North Bennington, Vt. He was part owner of a magic-lantern factory. The Radiopticon, which was the name of the product, had done well in times past, but the movies had made real inroads and caused a lack of demand for it. The company might have gone on fighting against this change in buying habits for years and laid the cause of its lack of increased sales to some mysterious consumer-strike or what not.

But Mr. White had a little son, and one day he was called from his work for the 'steenth time by said son to repair a broken toy motor-car. Being somewhat tired

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Volume of Advertising 1920

- 1st—Post
- 2d—Digest
- 3d—Collier's
- 4th—Christian Herald

Christian Herald's advance in four years from 9th place among the weeklies to a place in the "big four" in 1920 has marked the increasing realization by national advertisers of the striking purchasing power* of our market.

Christian Herald covers its market independently of all other mediums.



THE CHRISTIAN HERALD

GRAHAM PATTERSON, Publisher
New York

*Book Department sales to Christian Herald readers broke all records in December—seven times as much as last year. Receipts of Charity monies in December were the largest of any month in our history. Subscriptions received in December were 28% better than in December, 1919.

of mending playthings, he went into the wood-working part of his plant, got hold of some boards which he shaped with a jig-saw, picked up a bolt and some screws and made a substantial, self-propelling, velocipede-like contrivance which he handed his son and dared him to break it.

The new car, with Mr. White's son as first demonstrator, made an immediate hit in the town. On the first day of its appearance a delegation of son Freddie's friends came to call on Mr. White—they all wanted cars just like Freddie's. Being good natured, he duly made a few more. That evening, at home, Mrs. White and Daddy White, talking it over, thought they had something which would sell, and the more Mr. White thought about the idea the better he liked it. He made a finished sample of his invention and asked one of the salesmen for his firm to show it to the toy-buyer of a New York department store. The buyer decided to take a chance on one dozen cars. The day after they arrived, a woman from Plainfield, N. J., who wanted something new, durable and not too high priced for her small son, came in and bought one. In a few days the first dozen were disposed of. They had all gone to the same town. This happened in the summer of 1915, which, as will be remembered, was a year of business uncertainty and confusion. The White plant was shifted from making magic lanterns to "Kiddie Kars." Last year the H. C. White Company, of North Bennington, Vt., turned out almost a million Kiddie Kars.

The plant has been enlarged 100 per cent recently and a \$75,000 powerhouse is being put up. Thus again a quick shift in the angle of vision, a carefully thought out, but final, decision to change from one product to a new kind turned a dropping business into a national success.

And there are still several million boys and girls who will continue to buy new things in 1921 and thereafter. And there are probably several factories which, with a quick shift, could sell this market.

Again advertising came into the building-up of this company in order to safeguard the future of the product, establish its right to the trade-name, to stave off the 105-odd competitors who followed it, and to secure volume in order to keep prices low.

To-day many a firm which is wondering how it can turn from a slow-moving, staple product to a quick-repeating specialty which might pave the way to other products it could later put out, and which can be advertised direct to the consumer, may get an idea from Herbert Johnson, of Racine, Wis. His father had spent a lifetime building up a flooring business. It was yielding a fair profit, and the upbuilding of the West at about that time seemed to hold a satisfactory future. Yet Mr. Johnson turned from a maker of flooring into a producer and national advertiser of wood-finishes.

CONCENTRATION BROUGHT HUGE SALES

Hardwood flooring would hardly fit the bill when a quick turnover specialty was wanted, any more than some of the things now being made by many a plant which is facing the same problem. They made wood flooring, floor-cleaners, powdered wax, color varnish, as well as prepared wax and floor dyes, and many people advised, when the change from hardwood flooring was being considered, to call all these preparations "Johnson's Floor Preparations" and advertise them all. But he took one little by-product—the prepared floor wax—started with a \$43 advertising appropriation, with one-quarter page in the *Century Magazine*, back in 1886, and it didn't take long for the specialty to run away with the whole business.

It is worthy of note that the year 1886 is the same year when his father took young Johnson into the business, and from the son's new angle of vision the prepared wax was added as a side line. The one big lesson which stands out in Mr. Johnson's memory, looking back over his thirty-four years' experience as an advertiser, is worthy of note. He says the big

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From the first shave, ON—

A boy usually begins shaving when his face rivals a billiard ball for smoothness. Every dollar spent at this time in starting him off with the right instruments—razors, soaps, creams and brushes—multiplies itself many fold in the course of his lifetime.

Many of the representative makers of shavers' products advertise regularly in **THE AMERICAN BOY**. The importance of reaching each year its more than 500,000 readers, averaging 15½ to 16 years old, just as they're beginning their shaving careers, is obvious in this field, as in many others.

THE SPRAGUE PUBLISHING CO.

Detroit, Mich.

(Member A. B. C.)

Branch Offices: 286 Fifth Ave., New York
1418 Lytton Building, Chicago

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine
for Boys in All the World!"

What's in a lump of coal?

*Today in every phase of industry
this question must be answered*

ENGINEERS have found that 43% of the coal used by the average industrial plant fails to produce power.

The United States Fuel Administration found that 25 to 50 million tons of coal could be saved every year by correct operation of steam power plants. In one factory coal consumption was reduced 34% by introducing better methods.

Every lump of coal contains a definite amount of fuel value. How much of this fuel will *actually be made to count* in power—in finished products—in profits? How much of it will be lost—up the chimney—into the ash-pit—or by radiation?

Questions like these are today waiting to be answered in all phases of industry.

In advertising, as in fuel, the big problem is to get maximum results at lowest cost.

Each manufacturer, each business man, who uses advertising must ask himself "Is every dollar I spend for advertising bringing full returns in sales or good will?"

Sheer weight of advertising is bound to produce some effect. Like coal, advertising is a basic industrial force that always has at least a partial value—no matter how wastefully it is used.

But the real test of advertising is the degree to which it guides human decisions. To get maximum results a central selling-thought must be developed



and forcefully presented in every advertisement. The text and the illustration must both unite to strike one definite response in the mind of the reader.

Five years ago a manufacturer was advertising a new product and using a sample and coupon system. The average cost of each inquiry was \$3.50.

Then, by changing the whole plan of advertising—by adopting a sound appeal based on careful study of the market—the cost per inquiry was suddenly reduced from \$3.50 to \$.03.

With this new advertising sales increased astoundingly. Today the firm's total business is twenty times greater than five years ago.

During this time the J. Walter Thompson Company has had the privilege of developing sales and advertising plans with this manufacturer. At our offices in New York, Boston, Chicago, or Cincinnati we will be glad to discuss your special problems in getting full results from every unit of advertising.



J. WALTER THOMPSON COMPANY
NEW YORK . CHICAGO . BOSTON . CINCINNATI . LONDON

lesson is the value of concentration, and that if he had the same thing to do all over again he would keep hammering away at one product. Said he, "A company may manufacture locomotives and automobiles instead of sticking to locomotives. The management gets carried away by the inviting opportunity, only soon to find it has made a mistake and would have done better to concentrate on the one thing it is best equipped to produce.

"There are hosts of manufacturers who divide their energy and plant in the same way as a specialty salesman divides his attention between a number of lines. These plants are being dragged down by unprofitable departments. Our theory is that when we once learn how to do one little thing better than anyone else to sink all our available capital into it—that is the basis for our policy of concentration."

Concentration is what counts, and the man who has built up a million-dollar business from a little side line in the flooring industry is worth listening to when we are thinking ahead for 1921 and thereafter.

THE PYREX STORY NOT EXCEPTIONAL

For years the Corning Glass Works, of Corning, N. Y., had been making the semaphore lenses for all railways, lantern globes for the use of railways, technical glassware and material of like nature. This concern was a little bit different in that it had every reason to feel fairly well satisfied. There seemed no need for it to grope around for new lines to develop. It didn't have to look for the big idea which would turn the tide in its affairs. There was, apparently, no necessity for it to get down and study the possibility of the various things that it made and see if some of them could not be put to new uses. The discovery of an unexpected use for an insignificant member of its long list of products came about in a curious way.

One day the wife of a man in the business, while visiting her husband at the plant, recollected

that she needed a pudding-dish in the kitchen. She happened to notice a piece of chemical glassware, technically known as a beaker. The idea occurred to her that this would be an ideal thing for a pudding-dish, and she made up her mind to take it home and try it out. It made good at once. Glass for baking seemed like another one of those wild ideas which are so often turned down by the big chief because things have never been done that way. Why, glass, of course, would break, due to the expansion and contraction which would result when it was subjected to heat. Yet the company was already making signal lights and lantern globes that stood heat, which would seem to prove again that many money-making ideas lie dormant in a big business for years before they are recognized.

And thus it was, from an outsider's idea, that Pyrex Glass dishes for cooking came into existence about five years ago, and a company that before was known only to railroad men has built up good-will and tremendous sales in the homes of multitudes of American housewives. There was a big market and a host of new customers again waiting for somebody to think of a new and original method of doing an old thing—cooking. The advertising lesson in this company's experience is shown by its indirect sales methods in putting the new product over. Service to the housekeeper, demonstrations, lectures and cooperation with demonstrators of other products in allied lines, such as Crisco, Ryzon, Ideal Fireless Cooker, and such well-known products, who did their baking in the glass utensils, proved profitable. The fact that this company, having made the big shift in selling plans, was not afraid to follow through is worthy of note. It would naturally be expected that an entirely new method of cooking would bring complaints from all sorts of fault-finders, some of whom don't know how to cook. Hours at the plant are devoted to a single complaint—very often the dish is sent for—the fault is diagnosed, the customer is sent a new

POSTERS

—a selling force that never misses fire;

24 sheets—200 square feet of colorful lithography — proclaim your sales message to all the people.

NORDHEM SERVICE TO POSTER ADVERTISERS

—is a substantial service based on Experience and Results in handling National accounts and solving *successfully* knotty problems in distribution.

Details on request

IVAN • B • NORDHEM COMPANY

Poster Advertising in the United States and Canada

8 West 40th Street
Bessemer Building

New York City
Pittsburgh, Pa

piece with a careful, tactful, thorough explanation of what was wrong and how it can be avoided in the future. If the complaint is a new one and the cause not apparent, the girls in the Corning office start experimenting. They use the dish in every incorrect way that they can think of until they get the results that the complainant describes. Then it is easy to explain what is wrong.

Two advertising men seven years ago took over a product that had failed, and, by discovering seventeen new outlets, turned the failure into a \$5,000,000 business. And they made success from failure on an original capital of \$900.

The evolution from Crane's Peppermints, a dead horse, to The Mint Products Company, maker of Pep-O-Mints, with one retailer to every 125 mouths in our 103,000,000 population, came about because two men took a fresh look ahead, improved the method of packing, which, incidentally, vastly improved the lasting qualities of the flavor, took up their difficulties one by one, discovered new outlets and generally broke the traditions and customs which had made the old product stand still.

They couldn't get jobbers at first. Jobbers had become sore at the old product, which didn't hold its flavor. They decided to be their own jobbers in a definite market, New York City. They put on a few salesmen on straight salary so that they would not load up the retailer, but be content to place only a fifty-cent carton as a starter, if they couldn't do better. This effort lasted two weeks, till the money gave out. Then one of the partners went out himself to see if conditions were really as bad as the salesmen described. One salesman stuck along on the commission basis and did well. Others came after being told of his success. Some stayed only a day, but the missionary work was being done gradually. They found that people wouldn't go out of their way to buy peppermints. They had to put their product actually under the buyer's nose or go broke again. Dire necessity made them find new outlets. Cigar-

stands, shoe-shine parlors, restaurants, dancehalls, bowling-alleys, newsstands, cigar stores, steam-boats, all could be persuaded that fifty cents wasn't too much to gamble on a new side line. They captured seventeen new outlets, because they had to, and the business that scarcely had enough to pay office rent became a great industry in volume of sales. For the regular channels had to follow the new, and thus again millions of customers were found ready and waiting for the man who took the original, never-say-die, go-ahead viewpoint, instead of sticking to the conventional, it-always-has-been-done-that-way point of view.

The manufacturer who doesn't go after new customers because he thinks his product is too difficult of explanation and use, sometimes misses out on a great number of these new customers that everybody is now looking for. Sometimes he may be right and then again he may be quite wrong. The market for a photographic camera requiring a special knowledge for its use might seem to have been limited to the use of professional photographers, but George Eastman refused to recognize any limits shorter than the total population who were able to buy his product and who could be profitably reached by both the product and the price.

SUCCESS IN JUNKET

Here is an example of another one. Back in 1873 Christian Hansen, of Copenhagen, Denmark, first introduced a commercial extract of rennet for use in cheese-making. It represented a substantial improvement over existing practice, for this new extract was not only uniform in strength, but kept its strength longer than other preparations then in use. This product was exhibited at the Exposition of the Royal Danish Agricultural Society in 1874 and at dairymen's expositions throughout Europe, where it attracted wide attention among cheese manufacturers.

At the Philadelphia Centennial
(Continued on page 177)

Adair
Adel
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Alden
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Allerton
Altoona
Ames
Anita
Ankeny
Armstrong
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Auburn
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Bedford
Belle Plain
Belmond
Bede
Bondurant
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Buffalo City
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Carlisle
Carroll
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Cedar Rapids
Centerville
Charlton
Charles City
Cherokee
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Colfax
Collins
Conrad
Coon Rapids
Corning
Corwith
Corydon
Creston
Dallas
Dallas Center
Dayton
Denison
Des Moines
Dexter
Diagnosed
Dews
Eagle Grove
Earlham
Eddyville
Eldora
Elkhorn
Eumetsburg
Estherville
Exira

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Altoona	176	Glidden	415	Kanawha	156	Milford	110
Ames	1166	Goldfield	180	Kellogg	113	Minburn	116
Anita	283	Graettinger	100	Keota	104	Mitchellville	208
Ankeny	251	Grand Jet	189	Knoxville	801	Monroe	181
Armstrong	137	Granger	101	Lacona	100	Montezuma	142
Atlantic	620					Mount Ayr	217
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Baxter	137					New Virginia	208
Bayard	171					Northwood	132
Bedford	108					Norwalk	166
Belle Plaine	132					Odebolt	215
Belmond	139					Oelwein	143
Bode	108					Ogden	296
Bondurant	104					Osceola	510
Boone	1126					Oskaloosa	583
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Brooklyn	382					Panora	193
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Burt	148					Perry	718
Bussey	105					Pleasantville	220
Cambridge	151					Pocahontas	290
Carlisle	244					Polk	109
Carroll	767					Prairie City	182
Casey	163					Radcliffe	271
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Centerville	319					Red Oak	316
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Cherokee	171					Ringsted	122
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Corydon	342					Sigourney	251
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Dallas Center	245					Spirit Lake	197
Dayton	187					Stanhope	130
Denison	308					Storm Lake	520
Des Moines	38,267	Greenfield	253	Lake City	375	Story City	314
Dexter	249	Grimes	228	Lake Mills	106	Stratford	244
Diagonal	185	Grinnell	870	Lamont	254	Stuart	396
Dows	165	Griswold	104	Laurens	160	Tama	161
Eagle Grove	745	Grundy Center	134	Lenox	258	Toledo	134
Earlham	302	Guthrie Center	388	Leon	358	Villisca	183
Eddyville	100	Hampton	609	Lohrville	201	Waterloo	135
Eldora	191	Harlan	132	Lovilia	194	Waukee	128
Elkhorn	128	Hubbard	106	Madrid	443	Webster City	589
Emmettsburg	200	Humboldt	358	Malcolm	112	West Bend	100
Estherville	458	Humeston	219	Manilla	149	What Cheer	100
Exira	184	Huxley	103	Manning	212	Winterset	522
						Woodward	248

110,617

Nov. Net Paid Average

In Iowa

Des Moines REGISTER AND TRIBUNE

(Morning and Evening)

Write for Maps showing circulation distribution in Iowa.

Represented in New York by I. A. Klein, in Chicago by John Glass, and on the Pacific Coast by W. R. Baranger Company.

Jan. 6, 1921

Jan. 6, 1921

Collier's
THE NATIONAL WEEKLY
Get a copy

“Great Pilots
Are not
Made in
Smooth Waters”



— the title of an editorial in Collier's, The National Weekly, for January 8, which shows how we can all help the readjustment that is making headway.

It has been reprinted in booklet form — send for a copy.

Collier's
THE NATIONAL WEEKLY



LINK ADVERTISING *And* SELLING

HARRY H. MAHOL

WE earnestly urge that selling, preferably by a first-class local manufacturers' agent, is just as important in the success of any advertised product in a given market as the advertising itself.

We have seen good campaigns produce abundantly and others equally as good fall far short because of poor selling in back of them. In any case, we recommend a first-class permanent local representative. Tying up with a local man who knows his business and can get results means having somebody on the job working for you all the time. With this as a foundation of course there should be equally good advertising. We are convinced the day is past when either can achieve its best results without the other.

Harry H. Mahool is one of the best known manufacturers' agents in Baltimore, and the character of his work is eloquently attested by the prominence and standing of firms which he represents. He is fortunate in having in some of his accounts—firms who believe in advertising as well as selling; but others of his products undoubtedly would sell in far larger volume supported by advertising as good as his own work, Arm and Hammer Baking Soda being a brilliant case in point.

Here is a product with practically 100 per cent. distribution whose merits are known in every household for *baking purposes*, but whose sales could undoubtedly be immensely stimulated if other uses to which it is very frequently put were as generally understood as its baking uses. In other words, a development is possible here similar to that which has taken place in the case of Fleischmann's yeast.

*We are in touch with every worth-while manufacturers' agent and local representative in Baltimore, and can make ideal connection for any worthy product which promises honest support in the way of advertising in *The NEWS* and *The AMERICAN*, through which practically every home in and near Baltimore may be reached with the manufacturer's message.*

The Baltimore News
EVENING, DAILY AND SUNDAY

and **The Baltimore American**

MORNING, DAILY AND SUNDAY

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

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Getting Action on Your Advertising

Are the Advertisements Built on the Conventional Plan, or Are They Designed to Get Action?—How About Turning Them Upside Down?

By Garrett K. Brown

YOU will make some interesting discoveries if you will sit down with a pile of newspapers, magazines and trade journals and go through the advertising sections or columns noting the advertisements that seem to demand action, that have the appearance of taking their own proposition seriously.

One of the first things you will discover is that many of such ads are built upside down from the conventional way. They seem to get the motor of your mind turning over even before you really begin to read them. You will find that they have a speed in "pick-up" and an earnestness of purpose about them that is quite noticeable and makes them stand out.

With the present need of getting action on our advertising it may prove very much worth while to study some of these upside-down advertisements taken from various types of mediums.

One advertisement that hit me forcibly as I turned the advertising pages was of the Lyon & Healy Apartment Grand Piano. This advertisement is so novel in its angle of approach that it is worth reproducing, for it starts with the assumption that the reader would like a baby grand piano, but has always supposed his or her living-room too small

for one, and so just naturally never considered a baby grand very seriously.

The picture at the top shows the maid (the atmosphere of a fine home is preserved by this simple expedient) laying a paper pattern on the floor, showing just how

THE MAIN HEADING AND THE ILLUSTRATIONS CHALLENGE ACTION

much room an Apartment Grand Piano would occupy, and under it is the heading "Won't you let us send you a paper floor pattern?"

The picture at the bottom shows the same room after the Apartment Grand Piano has been installed.

Jan. 6, 1921

Even though you didn't send for the paper pattern, if you were interested at all in a small grand piano this advertisement would at once fan your interest and very likely get you to moving your living-room furniture around to see if, after all, you couldn't swap in your upright for a piano that

The Union Pacific has four vacation trips to sell you. It puts all four of them, in the form of illustrations of the booklets, right up at the top of the page and establishes them very definitely by numbering them 1-2-3-4. "Which Trip for You?" it asks, and then goes on to tell you something about each, finishing up with a little diagram of the Union Pacific System and a corner coupon listing the four *trips* — not merely booklets — for you to check the trip you are interested in.

Tucked away in the corner of a page in this same magazine I found a little candy advertisement three and one-half inches, single column, which had "action" written all over it. It suggests the idea that a small coupon in the advertisement may prod the prospect into action he would not otherwise take. But the advertiser who uses the coupon must take heed that he abides by the Post Office rulings respecting them.

Turning to newspapers we find some excellent examples of action advertisements. For instance, one morning last spring the New York newspapers carried a single-column advertisement of Macy's department store, showing a man hurrying into his office, cane and newspaper in hand, and reaching for his telephone, which appeared prominently on his desk in the foreground. Said the copy underneath:

CALL UP YOUR WIFE—and tell her about this announcement of WILLOW CHAIRS for Porches and Per-golas, Arches, Nooks and Lawns.

Then followed the picture, description and price of one of the special offerings, an hour-glass willow chair.

WHICH TRIP FOR YOU?

UNION PACIFIC

UNION PACIFIC SYSTEM - THROUGH SERVICE ROUTE

A VACATION OF SOME KIND IS ASSUMED—WHICH ONE WILL IT BE?

was also a fine-looking piece of furniture. And even here the Lyon & Healy advertisement doesn't miss a trick, for the copy ends with "Old pianos taken in exchange as part payment. Send for the pattern to-day."

There is about the whole advertisement an atmosphere of *expecting* to be acted on which takes it clear out of the beaten path of piano advertising.

Another advertisement, this time of a railroad system, which appeared in a last summer's periodical, carried this same atmosphere. It, too, was built upside down. It is reproduced herewith, and it tells its story at a glance.

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How much more powerful in action value than to have featured the chair first and then run a line or paragraph at the bottom suggesting that men call up their wives and tell them about this sale! In the first place, most men probably would have paid no attention to the advertisement had it been built in the conventional way—right side up. But they couldn't escape at least weighing the suggestion put forward as it was.

Another newspaper advertisement, featuring the business courses of the Walton School of Commerce, instead of starting out with an inspiring list of the courses offered by this school, bears the heading "Call this afternoon," reproduced in heavy stubby handwriting. Following this is the suggestion that you investigate Walton courses in Accounting, Business Law, Economics, etc. It is the definite time set for a call—"this afternoon"—that starts this advertisement off so purposefully and tends to sweep the procrastinator into action.

Real-estate men have a problem all their own in getting people started. Husbands and wives promise each other that "some day" they are going to buy or build a home of their own, but unquestionably a large proportion of those who make such promises die in rented houses or apartments for the simple reason that nothing ever happens to make them act. Once a real-estate man knows that you want a home, he can keep at you personally, drag you around to look at houses or lots and finally sell you, if you are really in the market, by his persistence. But how about the people who are thinking and promising, unknown to any real-estate man? They are often the best kind of prospects for a new development if they can be located and swept into action.

That is no simple problem, but Joseph P. Day, the New York real-estate man, published an advertisement in the newspapers on a Friday night some months since that is certainly calculated to get

such people started. It is so cleverly written, so definite in its aim and such a good example of an action-producing advertisement that it is worth quoting in its entirety:

SUPPOSE YOU TELL YOUR WIFE

"Meet me at the Brooklyn Bridge at 1 o'clock tomorrow. We'll take the Brighton Beach 'L' to the Sheepshead Bay station and go to Manhattan Beach. "We will ride through MANHATTAN BEACH ESTATES and look at the beautiful homes there. Then we will visit the beach and perhaps take a swim. Then we will stroll along the Esplanade and examine the three plots facing the Atlantic. Then we will go back, passing the two plots on Hampton Avenue, and see if we prefer the outlook over the bay.

"Possibly we might rather have a plot on Oriental Boulevard or Kensington, Langham or Mackenzie Streets, or perhaps you would prefer that pretty little cottage at 126 Gerard Street.

"But, understand, you must make up your mind to-morrow as to which plot you want, so that I begin to build that nice little cottage for you. The lots are dirt cheap now (\$850 a lot, in 3 or 5 lot plots only), with all improvements in and paid for, and there are good plots left, and I hear that prices go up 20 per cent on July 6.

"You know we have decided not to be bothered any more over the question of where we will go for the summer, and, for my part, I want to be where I can stay in a city home and yet be at the seaside for the summer.

"When we have decided, we will talk to Joseph P. Day, Sales Agent, 67 Liberty St. Phone Cort. 744."

In one corner were the terms and possible mortgage arrangements, themselves calculated to spur the reader into action.

A newspaper advertisement which induced a friend of mine, who always said he never could drink milk, to give that perfect food another try under conditions that were practically sure to make him a regular milk-user was one recently published by the Sheffield Farms Company in the New York newspapers. It was headed "Advice to a Man Who Doesn't Like Milk." The copy went on to say:

You have probably noticed that more men are drinking milk these days. Particularly noticeable in the lunch rooms and restaurants. Sometimes we hear a man say that milk doesn't agree with him. That it makes him bilious. Of course it does. He goes right along eating a full meal and then adds a pint of milk to it. He's overfed and blames the milk. Milk is a food, not simply a

temperance drink. Leave out some of the fat, greasy things and stick to milk. And watch the result.

And, not content to let it go with that sane, definite advice, a paragraph in italic followed:

If you happen to be one of those who thinks he doesn't like the taste of milk,

iated to get the farmer's lead pencil out of his pocket and get him to figuring on his spring roofing needs right on the advertisement that tells him about the various types of Barrett prepared roofings suitable for the buildings on his farm. It is a shrewd bid for action at the top of the advertisement, instead of at the bottom, as would be the usual procedure.

And, after all, of what avail is the most convincing and forceful appeal for action in the final paragraph of an advertisement if even the first paragraph is not read?

Of course, it is not always necessary or desirable to turn an advertisement upside down to get an action-appeal. But it is necessary that we get action on our advertisements, and any methods or ideas on this subject are well worth studying. With a buyers' market it will not be enough from now on to "get our story across"; we must get the answer back in the form of orders or business. And that means that in our advertising, as well as in our personal selling, we must do more sweating and less swaggering.

ADDRESSED TO FARMERS AND CALCULATED TO GET ANSWERS BACK

put in a pinch of salt. We know many milk drinkers who take it that way.

Turning to a farm paper we find an advertisement of Barrett Everlastic Roofings, which has this action-producing appeal. It is reproduced herewith.

Note the heading, "Check the buildings you will roof this spring—," followed by a little table of nine farm buildings, with a square for an "X" in front of each.

That advertisement is calcu-

Elliott-Fisher Account with Campbell-Ewald

The advertising of the Elliott-Fisher Company, of Harrisburg, Pa., manufacturer of bookkeeping and billing machines, has been placed with the New York office of the Campbell-Ewald Company.

Guy Bolté in Charge of Cheney Silk Advertising

Guy Bolté has resigned from Frank Seaman, Inc., New York, to become advertising manager of Cheney Brothers, silk manufacturers, in that city.

City
Population
1,823,779

"In
Philadelphia
nearly everybody
reads the
Bulletin"

Separate
Dwellings
390,000

Philadelphia

has always been a wonderfully substantial city, and its metropolitan population of three million people makes it the third largest market in the U. S.

Nearly half of the 390,000 homes within the city limits are owned by their occupants.

Now, more than any other time, is your opportunity to obtain a firm footing for your goods in Philadelphia.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

Net paid average circulation for the six months ending October 1, 1920, as per U. S. Post Office report: 488,151 copies a day.

No prize, premium, voting coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.



\$2,764,200,000 Worth of Live Stock

There are over 59,800 head of live stock in the South, and their value is conservatively estimated at \$2,764,200,000.

The advance which these figures mark is stupendous. There has been an increase in valuation of 78.4% and an increase in numbers of 13.5%.

Similar figures for the entire United States show that the increase which the entire country can boast is but 43.5% in value and 8.6% in numbers.

Though the increase in live stock value and the increase in interest in live stock raising has been rapid, the increase in the future should be even greater.

The Southern farmer no longer depends on cotton alone to support him. He has entered into diversified agriculture, and with the diversification of his crops is finding financial independence.

Are you getting your share of the heavy profits that the Southern live stock

raiser is making? Are you getting your share of the \$6,000,000,000 or more that the Southern farmer is producing every year? If you are not, you are losing a wonderful opportunity.

In planning your next appropriation, figure on using generous space in Southern newspapers. With no other mediums can you so surely, so economically influence the Southern market.

There are probably many questions you will wish to know about the South, Southern condition, and the particular status of your product and kindred products in the Southern market. For any and all information write

**SOUTHERN NEWSPAPER
PUBLISHERS' ASSOCIATION**

Chattanooga, Tenn.



A Business Stabilizer

A year or two ago the manufacturer was swamped with business.

To-day his orders are being canceled, his prices are dropping, his mills—in many cases—shutting down.

What is the trouble? Uncertainty. Unsteady markets. Lack of confidence on the part of buyers. Lack of courage in the man who sells.

Business is shaky. But business can be made good. Business can *always* be good when it is gone after in the right way.

It needs courage. And confidence. And vision. It needs, above all else, the great business stabilizer—

Advertising.

Advertising that restores public confidence. Advertising that creates demand, increases production and keeps the wheels humming. Advertising that steadies markets. Advertising that *stabilizes*.

For the past few years advertising has often been used as a spectacular plaything. To-day it is a grim necessity. The time to splurge has passed. The time to use it sanely, steadily, consistently, has come.

Advertise. But advertise wisely—where expense is minimized; where business can be developed to the highest point of activity.

Where can that development be more effective than in the great Chicago market, where one newspaper, through its 400,000 circulation, creates a field for advertisers of over 1,200,000 possible buyers?

The Daily News
First in Chicago

Canning the Cant Phrase from Letters

Despite the Improvement in Business Correspondence, Certain Well-worn Expressions Still Await the Knife

By Hobart Wiseman

It is not easy to write a familiar style. Many people mistake a familiar for a vulgar style, and suppose that to write without affectation is to write at random. On the contrary, there is nothing that requires more precision, and, if I may say so, purity of expression, than the style I am speaking of. It utterly rejects not only all unmeaning pomp, but all low cant phrases and loose, unconnected, slipshod allusions. It is not to take the first word that offers, but the best word in common use; it is not to throw words together in any combination we please, but to follow and avail ourselves of the true idiom of the language. To write a genuine, familiar or truly English style is to write as anyone would speak in common conversation who had a thorough command and choice of words, or who could discourse with ease, force and perspicuity, setting aside all pedantic and oratorical flourishes. Or, to give another illustration, to write naturally is the same thing in regard to common conversation as to read naturally is in regard to common speech.

THE above quotation is from Hazlitt, the essayist. It makes a good preface to a few remarks that need to be made about business letters. Mr. Hazlitt was probably not thinking about commercial correspondence when he set down these reflections, but nevertheless they are highly apropos. "Cant phrases" are the same thing as "clichés," whose frequency in present-day advertisements was commented upon in a recent issue of *PRINTERS' INK*.

Despite the improvement in business correspondence during the last few years, it still bears far too much of the "affectation," "unmeaning pomp," "low, cant phrases," and "loose, unconnected, slipshod allusions" which Hazlitt condemns so heartily. Witness the following selections from a batch of office mail received in one day by one concern:

Your favor of the —th inst. to hand
Yours of the —st inst. received and
contents carefully noted

In answer to your communication of
the —th inst.

In reply we beg to say
We beg to advise
We beg to acknowledge
Thanking you for your inquiry, we
beg to remain
We beg to call your attention
In reply, we have to say
Enclosed please find
We are, enclosing herewith

Why load up the sentence by "herewith" when you have already announced you are "enclosing"? If you are enclosing something, it is bound to be "herewith."

Why waste words saying a letter has been "received" and that the contents have been "noted"? The fact that you are replying shows that you received the letter and noted its contents.

Why call every letter a "favor"? It may have been a kick or an unjust criticism or a disagreeable notice.

Why "beg" your correspondents so much?

NOT AS YOU TALK

Why, finally, clutter up your letters with words and phrases that have come down to us from an era when formality and affectation were esteemed to be marks of gentility? These expressions are no more in order to-day than lace-frilled shirts or stovepipe hats would be. We no longer sign ourselves "Your Obedient Servant," but we have not yet gotten past the point when we can quit begging and favoring and advising. Some of us have, but not all. It is surprising to see how many letters, not necessarily from "old-line" firms either, are still carrying excess baggage in the shape of "unmeaning pomp" and "low, cant phrases."

They waste the time of executives, correspondents and stenographers, they waste paper and ink, they cut down the daily production of letters, but worst of all

is the impression they make on the recipients. This impression may be unconscious or subconscious, but it is there. They go far toward convincing the recipient that the writer has nothing new, fresh or stimulating to say.

When you can anticipate a man's language you lose some degree of respect for him. Your attention relaxes and your thoughts go wandering off somewhere else. People get a great many letters these days. Some executives have to read hundreds. To get through the morning's mail and get it out of the way, they must read rapidly.

Figure it out for yourself. If a man receives 108 letters a day, and has to spend five minutes on each, it will take him nine hours to go through the pile. Even if he spends only two minutes on each, it will take him between three and four hours. The result is that he reads very rapidly, or tries to. Excess words and phrases merely get in his way and prolong his task. Therefore, the only letter that impresses him is that which grips his attention and gets to the meat of the subject without preliminary scrapings and bowings.

It is even probable that the conventional "dear" in "dear sir" will be eliminated some day. It is also possible that conventional endings, like "yours truly," etc., will disappear some day, and letters will end simply with the signature. It is not actually necessary to use these terms in order to show friendliness and courtesy. The general tone of your letter can do that.

Instead of the preliminary gestures and genuflections inherited from a past age, why not plunge directly into the subject? A little practice will find the short cuts. For example, here is a letter that begins this way:

"Your letter of the 14th raises an interesting question. This is our view of it," etc.

Compare this now with the old-style method. Here is the way it would be put by an old-school correspondent:

"We beg to acknowledge your kind favor of the 14th instant, con-

tents of which we have carefully noted. In reply, we beg to state that the points which you bring out bear upon a very interesting question. It seems to us, upon reflection, that," etc.

Fifteen words against forty-three.

TEN WORDS TELLS THE STORY

The other day we saw a letter from a manufacturing firm to a producer of raw material, as follows:

"You say you have a proposition to offer. We're listening."

That was all, and yet the whole ground was covered in ten words.

If the writer had been another kind of person he would have called his stenographer, lighted a cigar, taken several seconds to frame his approach, cleared his throat, and delivered himself as follows:

"Your favor of the —th to hand. In reply, we beg to advise that, though we cannot say we are in the market at present, conditions being what they are, yet we are always ready to give due consideration to any meritorious proposition. If, therefore, you will write us in more detail, fully outlining what you have to offer, we shall be pleased to give the matter study. Awaiting your further advices, we beg to remain," etc.

Seventy-eight words of pomposity against ten words of business-like talk.

The trouble is that so many writers of business letters, when they begin dictation, get themselves into an unnecessarily serious frame of mind. They conceive of business as a grave and weighty affair, hedged about with ceremony and laden with caution, instead of a give-and-take affair between everyday men with dandruff in their hair and a good-natured outlook on the world.

They think that talking to a man by letter requires a different vocabulary from that used when talking to him over a telephone or a desk-top. They think the familiarity and ease of the latter method must become rigidity and affectation in the former.

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While we were on this subject the editor of PRINTERS' INK handed us this letter:

"Cleveland, Ohio.

"Long-suffering Sir:

"Classifying clichés is undoubtedly a novel sport for Mr. Hobart Wiseman, as appears from his dissertation in the issue of PRINTERS' INK for December 9.

"If the writer's memory cells have reproduced faithfully, O. Henry immortalized, canonized or crystallized, as you will, this fondness for clichés in his story 'Colloway's Code'—included in his short-story volume 'Whirligigs.'

"Mr. Wiseman might advantageously focus his Daylo and flex his stylo on the clichés which are the curse of the average business letter. After reading the cliché discussion, the writer concluded that representative office mail might easily convey its meaning after nearly one-half of the words used had been eliminated. Why not conserve writing-paper by

using the asterisk or some other conventional punctuation mark to indicate the elision, which would then be subconsciously supplied by the mind of the reader?

"A bas les clichés,

"THE TRADE PRESS COMPANY,

"Charles C. Lynde,

"General Manager."

Mr. Lynde reveals that he knows how to adopt his own suggestions. He begins his letter "Long-suffering Sir," which, though it may not be an accurate description, is at least novel and fresh as compared with the inevitable "Dear Sir." Also his conclusion is "*A bas les clichés*," which, freely translated, means "cut the cant," instead of the usual "Yours truly."

Applying his suggestion about asterisks, we find that the conventional form of letter might begin as follows:

* * * * * your letter of the 19th *.
 * * * * * goods are being sent by
 parcel post * * * *. Thanking you
 * *, * *, etc.

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

With the missing, and really unnecessary, words which the reader can supply, this would read:

"We beg to acknowledge your letter of the 19th inst. In reply, we beg to state that goods are being sent by parcel post as per your request. Thanking you for the order, we beg to remain," etc.

It would be a good exercise for some correspondents to examine their own letters and see for how many words asterisks would do as well, without destroying the sense or detracting from politeness.

Clear, compelling letters cannot be written without care. Like other good things, they are the reward of study and practice. As Hazlitt warns, "It is not easy to write a familiar style." Which reminds us of the correspondent who wrote: "Please excuse this long letter. I haven't time to write a short one."

New Account with McCann at Cleveland

The H. K. McCann Company, Cleveland office, has secured the account of The Gabriel Manufacturing Company, of Cleveland, manufacturers of Gabriel Snubbers for motor cars and trucks.

L. T. Wallace has joined the Cleveland staff of the McCann company as an account executive. He was formerly connected with The Martin V. Kelley Company, of Toledo, and the Campbell-Ewald Co., Detroit.

New Periodical in Denver

The Barker-Condón Advertising Agency, Denver, Colo., has been put in charge of the business and advertising departments of *Children*, a new monthly periodical to be published by the Parent-Teachers' Association of Colorado. D. Q. Burleigh, who has been manager of the service department of the Cutler publications, Chicago, has joined the Barker-Condón staff and will have charge of the advertising of *Children*.

Dorland Agency Expansion

The Howard S. Hadden advertising agency, New York, has been consolidated with The Dorland Agency, Inc., of that city. A new office will be opened in downtown New York, devoted exclusively to financial advertising. Mr. Hadden will be in charge of the new office and also a director of The Dorland Agency.

Stewart Business Manager of Philadelphia "Record"

Rowe Stewart, advertising manager of the Philadelphia *Record*, has succeeded M. F. Hanson as business manager of that paper.

As was announced in a preliminary notice that appeared in PRINTERS' INK last week, Mr. Hanson has resigned as general manager of the *Record* to become publisher of the Duluth, Minn., *Herald*. With Paul Block, who is interested in a number of leading publications, he has purchased the *Herald* from A. C. Weiss.

Mr. Hanson's connection with the Philadelphia *Record* dates from 1890, when he was appointed advertising manager. For a number of years he was business manager of the *North American* and for about a year was engaged in the advertising agency business with Powers & Armstrong, the firm name being Powers, Armstrong & Hanson.

After the Wanamaker interests purchased the *Record*, Mr. Hanson was made business manager. For a number of years he has been general manager of the paper and was also treasurer of the Record Company.

During the convention of the Associated Advertising Clubs of the World in Philadelphia, Mr. Hanson was chairman of the finance committee of the Poor Richard Club and served as a member of the Copy Jury that passed on all the Liberty Loan advertising during the war.

The Philadelphia newspaper publishers gave Mr. Hanson a luncheon on Tuesday, December 28, and presented him with a grandfather's clock. He was also given a testimonial dinner at the Ritz-Carlton Hotel on Monday evening, January 3, at which a large number of his friends were present.

At the meeting of the company's board of directors, which promoted Mr. Stewart to the position of business manager, Theodore Wright was re-elected president; John P. Dwyer, managing editor, was elected vice-president; William H. Morrow, assistant treasurer, was elected treasurer to succeed Mr. Hanson, and William H. H. Neville, of the *Record's* advertising staff, was appointed to succeed Mr. Stewart.

Rowe Stewart has been advertising manager of the *Record* for six years. He first entered the employ of the paper as a boy. For a number of years he was with the *North American* and also served as solicitor and advertising manager for the *New York Globe* and as advertising manager for the *Washington Herald*. He was also engaged in the agency business with Tracy, Parry & Co., the firm name being Tracy, Parry & Stewart. Last summer he was elected president of the Associated Advertising Clubs of the World.

The Standard Varnish Works, New York, varnishes, stains and enamels, and the Dunn Pen Company, New York, maker of the "Dunn" fountain-pen, have placed their accounts with the Federal Advertising Agency, Inc.



Height of Efficiency

Some of the shrewdest and most successful national advertisers use THE PEOPLE'S HOME JOURNAL because they appreciate the extra value of an ALL-THE-FAMILY magazine.

Its fiction, its departments and its features are edited with the ALL-THE-FAMILY interest in mind.

To appeal directly to the purchasing agent of the family and at the same time influence all the other consumers in that family is the height of advertising efficiency.

The People's Home Journal
NEW YORK

For 36 Years the Magazine for Every Member of the Family

COL. HOUSE

is on the editorial staff of the Public Ledger

HIS recent visit to Europe was as an observer and adviser to the Public Ledger's Foreign News Service, of which Carl W. Ackerman is chief.

For several years Col. House has been in almost constant conference with the leading statesmen of Europe. He has a basis for inside knowledge of European affairs such as is possessed by no other living American.

He will soon visit Europe again in the interest of the Public Ledger.

He is also contributing weekly articles on international subjects.

PUBLIC

The staff of the Public Ledger has been called "perhaps as brilliant an array of notable journalists and publicists as any single newspaper has ever brought together"



Col. House's articles are syndicated by the Public Ledger to many other newspapers throughout the United States.

LEDGER

PHILADELPHIA

CYRUS H. K. CURTIS, *Publisher*

Try it out in Representative Milwaukee

Over \$600,000,000 More than Last Year

Milwaukee purchases for the first 10 months of 1920 amounted to \$2,877,341,000. If these were spread over 2,000 years of 1,051,200,000 minutes more than \$2.70 would be spent every minute.

Milwaukee purchases for the first 10 months of 1920 were \$626,949,000 greater than for the similar period of 1919—over 25% gain.

National advertisers have found that it costs less to get dollars in Milwaukee than in most other cities. Why?

The newspaper situation is different. Concentration in **The Journal** eliminates expensive duplication of advertising costs.

For **The Journal** is read daily in 110,000 homes. It reaches 4 out of every 5 English-speaking families in Milwaukee.

The Journal influences the purchases of the big majority of Milwaukee buyers, with one low appropriation.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York

Chicago

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When Salesmen Become Too Old to Travel

Few Pension Systems in Operation Because They Are Seldom Necessary

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA.

Editor of PRINTERS' INK:

We have an inquiry on the subject of pension systems for elderly salesmen. If your files yield any knowledge of such a plan in successful operation we shall be very grateful if you will send us information concerning it. We realize that this is a bit out of your line, but we shall appreciate any suggestions that you are able to give us.

CHARLES COOLIDGE PARLIN,
Division of Commercial Research,
Advertising Department.

THREE are in operation in plants throughout the country pension systems for factory and office help, for labor of all kinds, but an investigation which PRINTERS' INK has just completed as a result of the above inquiry failed to disclose any particular system for the benefit of elderly salesmen. Naturally, this absence of any benefit plan is not due to disregard by the manufacturer of the services rendered by his travelers. Rather, it lies in the fact that a salesman's pension system has been found unnecessary for several reasons.

For example, C. F. Abbott, director of publicity and sales research for the National Aniline & Chemical Company, New York, when queried on the subject, said: "It is my opinion that if a salesman has been successful in his profession he would never need a pension when he reached old age. I have known of a great many salesmen who have been able to retire at the age of sixty and live on their incomes; in fact, I am confident that this would prove true wherever the man involved had proved to be a successful salesman.

"I have never known of any standardized method of pensioning salesmen. In fact, I do not believe the question of sufficient importance to warrant other than individual treatment. The case of the salesman who might be a can-

didate for a pension would be the unusual one. When it does arise, the problem could be met either by an outright pension, giving him a certain percentage of his salary, or he could be delegated to other duties, such as special work, missionary work, or engaged within a branch of the main office."

Most of the information secured by PRINTERS' INK in its investigation is similar in substance to that expressed by Mr. Abbott. Several other points were brought out, however, which explained still further why such a system is not entirely necessary. For one, there are few firms who can boast of a sales force whose members have remained with the company for a term of years sufficient to entitle them to a pension. Salesmen, in addition to traveling from one customer to another, also do considerable traveling from one house to another.

THE SUCCESSFUL SALESMAN IS AMBITIOUS

As a rule, the hustling salesman is looking ahead of his present job. Either he has his eyes on the sales manager's chair or he is dreaming of a nice little store in some town where the money can be gathered in with both hands. It is a well-known fact that the better a salesman is, the more difficult is it to hold him. The "get-ahead spirit" simply won't let him be satisfied. He is inoculated with what has so aptly been called a feeling of "holy dissatisfaction."

Of course, it does happen, now and then, that a salesman will remain with a firm long enough to warrant his being retired. D. A. Thompson, of the sales department of the Minute Tapioca Company, tells PRINTERS' INK, "We have one veteran salesman who retired some few years ago on a pension of \$250 per month, which he is to receive as long as he lives. Furthermore, the understanding is that

if his wife outlives him she will receive the same amount the rest of her life."

Another company has adopted a different method of caring for the only salesman it has found necessary to take off the road. The sales manager of this company said: "First, let us say we employ comparatively few salesmen, never more than ten, and usually less. We have had but one experience where age has made it necessary to retire a salesman. In this instance we gave the salesman work at our factory, which made use of his familiarity with our line.

"We have always tried to keep a collection of samples of the various parts we make. In this business there are so many different styles that the task of retaining one of each of our products is quite complicated. This retired salesman has been extremely useful in keeping this collection up to date."

To summarize, it may be said that experience has shown a system of pensions for salesmen uncalled for, except in a few isolated cases. Where it does become necessary to retire a salesman, a suitable compensation can be arranged satisfactorily when the occasion arises or the knowledge of the line, acquired by the man through years of traveling, can be utilized by putting him at work in the office.—[Ed. PRINTERS' INK.]

L. L. Spach Joins New York "Evening Journal"

Lee L. Spach, formerly with Cone & Woodman, Inc., publishers' representatives, at Chicago, has become assistant to Fred Crawford, Western representative at Chicago of the New York *Evening Journal*.

New Agency in Pittsburgh

A new advertising agency has been established in Pittsburgh by B. E. Platt, who was formerly with Light & Platt, Pittsburgh. The new agency will be known as The B. E. Platt Co.

Maclay & Mullally Agency Changes Name

The name of the Maclay & Mullally, Inc., advertising agency, New York, was changed to Wm. T. Mullally, Inc., on January 1.

Sales Conference of E. Katz Special Agency

The following representatives of the E. Katz Special Agency spent the week of December 27 at the New York office, attending the sixth annual convention:

Chicago—S. L. Katz, R. R. Black, V. M. Smith, C. E. Emery and W. J. Doyle; Kansas City—W. D. Shank and W. E. Anderson; Atlanta—G. H. Gunst; New York—G. R. Katz, H. N. Kirby, G. W. Brett, A. Doris, H. C. Williams and H. R. Goldberg. E. A. Holman, San Francisco representative, could not attend.

The 1920 work for every medium was reviewed and plans made for 1921. On the evening of December 28 a dinner was given the staff at the Waldorf-Astoria, followed by a theatre party.

Robinson Is Manager of Ayer's Cleveland Office

John D. Applegate, Jr., is now representing N. W. Ayer & Son in Ohio, being associated with the Cleveland office of this company. It was announced in PRINTERS' INK of December 30 that Mr. Applegate was manager of the Cleveland office. This office is under the management of R. P. Robinson.

W. R. Evans Joins Kirtland-Engel Agency

W. R. Evans, for the last three years with the Mitchell-Faust Advertising Co., Chicago, has joined the Kirtland-Engel Co., of that city, in charge of merchandising and copy. Mr. Evans has also been with the Frank Presbrey Co., New York.

The Kirtland-Engel Co. is now handling the accounts of Pearl LaSage, Inc., toilet preparations, for which account newspapers and magazines will be used; and the Duncan Manufacturing Company, steam cookers, canners and kitchen cabinets. Both companies are located in Chicago.

Milwaukee Editor Heads International Editors

The International Editorial Association in its annual meeting in Chicago elected the following officers for 1921: Hassall T. Sullivan of the Milwaukee *Journal*, president; Frank J. Tierney, editor of the Evanston (Ill.) *News Index*, vice-president, and Charles C. Grant, secretary.

L. P. Moore Joins Borden Company

L. Philander Moore, who has been district sales manager for Brown & Bigelow, St. Paul, has joined the Borden Company, New York, as sales manager for Borden's Condensed Coffee.

Are Women Best Sellers of Products for Housekeepers?

Fruit Puddine Co. Drops Men Drummers after Their Failure in Drive on Dealers Following Price Reduction

DO women have more success than men in selling dealers on products bought by housekeepers—food products, for instance? The question is often discussed. No general decision can be reached, perhaps, until there are more examples to consider.

In these times when the services of women are becoming more and more available, and more women are getting selling experience on broader lines than can be obtained over the counter, the point has a new interest.

To-day, too, when selling is not easy, the wide-awake sales manager is not going to miss a chance for the sake of tradition. Goods must be sold. If women can do the selling when men can not, women it is who will get the opportunity.

The recent experience of the Fruit Puddine Co. of Baltimore has convinced that house that with selling conditions as they are now, if those conditions have anything at all to do with it, women are more effective than men in selling Puddine.

Puddine is a three-minute dessert dish put up in several popular flavors. It has been on the market for thirty-six years, is sold through jobbers throughout the United States, and in many parts of the country the name is as well known as the word pudding itself. Its advertising runs regularly in about seventy-five newspapers.

Some weeks ago the company, following the drop in the cost of corn, went back to its pre-war prices of ten cents and fifteen cents a packet in place of the H. C. L. figures of twelve cents and eighteen cents. The company then decided to make successive newspaper campaigns in the big cities, accompanied by intensive sales work among dealers in the areas covered.

A beginning was made in Chicago. The advertising was such as might well be relied upon to pull, so far as the consumer was concerned. Quarter-page space was used with striking display, showing the dishes prepared and giving "movies" of the three simple operations necessary to make them.

The reduction in price was not featured. The copy laid stress on the deliciousness of Puddine, its economy and its ease of preparation. The new price was set in small type. The idea was to be back in normalcy rather than to seem to be making big efforts to get back.

A corps of experienced salesmen, well acquainted with the grocery trade in Chicago, was engaged at \$40 a week straight salary. They unanimously reported day after day that the retail position was—nothing doing for the time being. One man sold only a single \$2.88 order in three weeks.

WOMEN TO THE RESCUE

Arthur S. Dulaney, president of the company, suggested that women be tried in place of the men. Seven women were obtained, a brief sales talk was given them, and they were sent out on \$30 a week with commission.

The women had the same inducement to offer the grocer as the men had had. For every \$2.88 case of Puddine that a grocer bought he could give the names of ten of his customers, and the Fruit Puddine Co. would send to those customers a card good for a ten-cent packet, the company refunding to the grocer the ten cents on all cards used.

In three weeks the women had sold more than 500 new stores and fixed up with twenty-seven jobbers. Instead of grousing that the grocer would not buy at this

time, the women took such good orders that the weekly pay of some of them went up to more than \$50 and all of them did well.

Women are now doing all the intensive sales work for Puddine. Whether their success is "just a chance" in this case, or really due to some stronger selling influence which capable women can bring to bear in handling such a product as Puddine, it is impossible to say. Mr. Dulaney is inclined to the latter view.

M. D. Hunton Joins Cone & Woodman

M. D. Hunton, who for a number of years has been in charge of the Eastern office at New York of the San Francisco *Examiner*, Los Angeles *Examiner*, Chicago *Herald* and *Examiner* and Boston *Advertiser*, has resigned from the Hearst organization and joined the firm of Cone & Woodman, Inc., publishers' representatives, of which he will become vice-president. The firm will be known as Cone, Hunton & Woodman, Inc.

Karle Lithographic Co. Advances W. A. Smith

W. A. Smith, for the last five years art and advertising manager of the Karle Lithographic Co., of Rochester, N. Y., has been made sales manager of that company. Frank M. Lewis, formerly of the Robert Gair Co., of Brooklyn, has been made manager of the Karle company's Baltimore office.

M. S. Binney Joins St. Louis Agency

The Ross-Gould Company, advertising agency, St. Louis, has added Millard S. Binney to its staff. Mr. Binney has recently been advertising manager of the Traffic Motor Truck factory, St. Louis, and prior to that was with the Chalmers company.

F. P. Harmon Joins Albert Frank & Co.

F. P. Harmon, formerly financial editor of the "Saturday Review," of the New York *Evening Post*, has joined the New York office of Albert Frank & Company.

In Shoe Advertising at Chicago

Albert E. Reynolds, recently with the advertising department of Armour and Company, Chicago, has become advertising manager of the Sinbac Shoe Company, of this city.

A. L. Firestone Leaves St. Paul Agency

Allan L. Firestone, vice-president of Corning, Inc., advertising agency, of St. Paul, Minn., has withdrawn from the agency to become sales and advertising manager of the Electrik-Maid Bake Shops, whose general offices are in St. Paul. Corning, Inc., will continue to place the Electrik-Maid account.

G. B. Neale with United Advertising

G. Brent Neale, who was for many years manager of the Robert M. McMullen Company, New York, and who was later with the San Francisco office of The H. K. McCann Company, is now with the United Advertising Corporation, outdoor advertising, as account executive at New York.

"Furniture Age," New Chicago Publication

A new furniture publication, described as "a monthly manual of successful furniture merchandising," is being published under the name *Furniture Age*, by The H. O. Reno Company, Chicago. The January issue is the first number.

New Accounts with Boston Agency

The Boston Publicity Bureau has secured the advertising account of the Standard Plate Glass Company, starting January 1, and of Dearborn & Company, Boston, dealers in foreign and domestic wool.

New Trade Paper in Philadelphia

The Textile Digest is the name of a new publication issued by J. Howard Goodwin & Co., Philadelphia, publishers of *The Philadelphia Industrial Review*. The new publication will be issued monthly.

Gordon Ewing with "Printers' Ink"

Gordon Ewing, formerly with the Vacuum Oil Co., and more recently with the McGraw-Hill Co., Inc., has joined the advertising staff of PRINTERS' INK, with headquarters at New York.

Will Handle Borden's Canadian Advertising

The Sydney S. Bowman Company, Montreal, will handle the Canadian advertising of The Borden Company, Ltd., during 1921.

Machine Development the Key to Industry's Dilemma

The cost of commodities to the consumer must come down. Otherwise business depression may be carried to the point of prostration. A considerable reduction in labor costs per unit of production must somehow be accomplished. Lower wages and longer hours for workers will be bitterly fought by organized labor. In the final adjusting of this maze of contending forces there is but one means of harmonizing all opposing interests, and of simultaneously establishing industrial prosperity on a new and permanently higher level.

The inevitable answer to the maze of industrial problems must be *machine development*, quickened and intensified—a general movement by producers toward the adoption of more machinery and machinery that is more efficient.

Tendencies in this direction are manifest. One of the McGRAW-HILL editors recently received from a ma-

chinery manufacturer a letter in which the writer made the following significant statement:

"Our business is coming along very nicely, because our machines will save a manufacturer money on his manufacturing cost."

The famous English soap manufacturer, Lord Leverhulme, while in America recently, said: "I can get larger production at lower costs, work my men on shorter shifts and pay them higher wages by sweating machines, not men."

Practically nothing is made to-day without the aid of machinery. From now on the part machinery is to play in production will be both intensively and extensively enlarged.

Makers of machinery for machinery making may confidently look forward to an era of service and prosperity more soundly based, and with even larger possibilities of profitable business, than in any period of the past.

American Machinist
Tenth Avenue at 36th Street, New York

American Machinist

The Market Place of the Machinery Industries



December 17, 1920.

Mr. Harry Levey,
Harry Levey Service Corporation,
230 West 38th Street,
New York City.

Dear Sir:

We have been planning for some time to write you a letter to tell you of the results obtained from the showing of our "Truth Production" entitled "Blue Monday," which our dealers have had shown in their towns.

What has been most surprising to us is the fact that your picture has actually sold Woodrow Washers. In addition, it has created considerable interest in washing machines and increased the number of prospective purchasers in every place where the picture has been shown.

The best indication of the success of the picture is the enthusiasm shown in the letters of our dealers after a showing of the picture in their community. We have never asked our dealers for an expression as to whether or not the film has been effective, but fully a third of those who have used our film have voluntarily written us, stating how pleased they were with the picture.

Just this week we got a letter from a dealer who had just had the picture shown in his community, and he said, "This picture was fine. Send along something of this kind every month." He evidently feels that it is a very simple, easy matter to produce one of these pictures.



We will say that your organization went about producing our picture as if their work were play. As a result we cannot find fault with a single feature of your production.

The picture accomplished what we most desired, and that was to sell the people on the idea of using a washing machine in their own homes. To accomplish this, you certainly selected the best characters obtainable to play the parts assigned to them. The photography in several scenes is truly beautiful and the bits of comedy throughout the picture add much to the interest in the story.

Just at this time, while the "Buyers' Strike" is on, we attempted to promote our sales by newspaper advertising, by direct-by-mail methods and by the use of the picture, "Blue Monday." Checking up the results has proven conclusively that our motion picture advertising has been the most successful method of selling our Woodrow Washers, and it is the most economical of the three methods of sale promotion. In other words, during the past three months moving pictures have been making sales for us while printed publicity proved to be a failure in making sales.

It has been my privilege lately to talk to a number of advertising men, and I have told them all just what I am telling you now, and it has been my pleasure to tell them that the credit belongs entirely to your organization for producing such an effective picture.

With best wishes for a Merry Christmas to yourself and my friends in your organization,

Very truly yours,

WOODROW MANUFACTURING CO.,



G. M. Donn
Sales Manager

USE NEWSPAPERS ON A THREE-YEAR BASIS

*How are you going to sell
any goods in Indianapolis
when you do not have your
goods on retailers' shelves?*

THREE ARE 94 DIFFERENT packaged coffees for sale in Indianapolis. Yet there are only 4 that enjoy any sort of distribution.

F. F. F. Coffee, Old Reliable, Phoenix and Battleship packages are side by side on practically every grocery shelf in the city.

Each of these has been advertised regularly in The News. It is by concentrating in dominant newspapers, which cover their territory completely, that 100% distribution can be effected.

The Indianapolis News

New York Office
DAN A. CARROLL
156 Nassau Street

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTE
First National Bank Bldg.

Developing Dealer Co-operation from the Dealer's Side

Baltimore Dealers Participate in Co-operative Advertising Campaign to Sell Victor Phonographs

By W. K. Porzer

MOST manufacturers of nationally sold merchandise that is not sold on the exclusive agency plan, but through dealers generally, would be glad to have a number of dealers in a city unite in a co-operative campaign to advertise the manufacturers' product, provided such a plan could be developed and executed by the dealers themselves.

The trouble with most such plans is that they originate with the manufacturer. Upon him lies the burden of the plan's successful execution. The dealers show a certain amount of enthusiasm when the plan is proposed, particularly if the manufacturer is to pay all or a part of the cost of the campaign, but during its development the fire of co-operative passion in the dealers' souls takes a cooling course, like the thermometer at the approach of winter, leaving the manufacturer in the end as the boy that stood on the burning deck, whence all but him had fled.

But suppose the manufacturer could be shown how to develop a plan, which when turned over to the dealers, would be executed by the latter without help from him? Suppose the plan could be so adroitly presented that they would make the error of believing they had conceived it themselves, and that it was their own bright idea, the manufacturer's part in it fading to invisibility after the campaign was well under way.

The big thing in every local advertising campaign is distribution and sales service to the public. At any rate, when a local campaign is not so successful as it should be in the estimation of the man who pays the bills, the complaint is that dealer co-operation was lacking. Retailers are a thousand times more interested in

supplying co-operation for their own advertising, as a rule, than they are for the manufacturer's, especially when the latter pays for it, plans it, places it, and notifies the dealer about the date of its appearance. When the shoe is on the other foot, and the local dealer plans, places, watches for, co-operates with, and pays for advertising of a national advertiser's product, then happy is that national advertiser.

Whatever part the Victor Talking Machine Co. played in the following campaign need not be described. If, from the description, it looks as though it had little or nothing to do with it, so much more should it commend itself to the consideration of other national advertisers. It is working and the dealers who are carrying it on seem to be under the impression it is all their own. Note three important things about it: The retailers are joined together in an association; one of the objects of the campaign is to advertise the association; and the plan automatically insures the co-operation of all the dealers participating in it.

DEALERS A UNIT FOR THE PLAN OF ADVERTISING

In the spring of last year the assembled members of the Victor Dealers' Association of Baltimore voted to contribute individually toward a campaign to prepare the ground for the increased sale of Victrolas. "Music in the home" was the commodity which they expected their advertising to sell directly, then the Victrola, and finally the dealers' association. Naturally they could expect few immediate sales traceable to such a programme. The campaign was carried through without a single bid for immediate profit nor did

any petty merchandising schemes enter into it.

The campaign had its inception at the beginning of the dull season for phonograph sales, a time when the dealer ordinarily cuts his advertising down to a minimum. The individual contributors were linked up with the campaign only through the dealers' association sign, displayed in their windows, and which was run as a symbol in every advertisement. Their hope of benefit lay only in the increased fertility of the field for Victrola sales in the distant fall and holiday season as a result of their advertising. The fact that the associated dealers grasped the possibilities of such a campaign, got behind it and carried it out consistently, speaks volumes for their vision and unselfishness.

"There can be no 'home sweet home' without music," was adopted as the keynote of the campaign. Three hundred line advertisements were used and copy scheduled in the Baltimore papers three times a week for twelve weeks. In the beginning, the purpose of the campaign and the story behind it were placed before the public in a number of direct-from-the-shoulder advertisements over the signature of the association. This story, together with an explanation of the meaning of the Victor Dealers' Association insignia, was told in this wise:

What Do You Think of an organization that spends thousands of dollars in an endeavor to bring happiness and sunshine into every home in Baltimore?

That organization is the Victor Dealers' Association of Baltimore, which is now spending thousands of dollars in an advertising campaign, the governing thought behind which is to bring music—good music—into those homes that are now without the joy and comfort-bringing influence of a Victrola.

Don't you think that such an organization is worthy of existence—that its members are worthy of your support?

The members of the Victor Dealers' Association are pledged to do more than merely sell you a Victrola—they are pledged to see that you receive the service and the satisfaction to which such a purchase entitles you.

Every Victor dealer *must* live up to that pledge, or he should be reported to the organization, which assumes full responsibility for every member.

After these first few advertise-

ments the copy swung into its music appeal, the high plane of which is well illustrated by one of the series' early advertisements:

Is Your Home a Desert—lacking in life—monotonous and still?

Are the evenings long and dreary, especially when the rain is pattering on the windows and the winds are sighing in mournful tones without?

Let Music enter! Its soft, sweet tones will dispel the gloom of solitude, and cheer and happiness will follow on its trail.

The Victrola drives away all dreary thoughts—dispels the gloom—brings joy and gaiety into every home it enters.

This theme was consistently played from many angles. The thought of the relation which music bears to the children in the home was brought out in an advertisement entitled "Does Music Play a Part in Your Children's Hour?" This advertisement goes on to say:

Right after the evening meal, the kiddies have their final romp. Father escapes from his world of business and mother sits down to enjoy her loved ones.

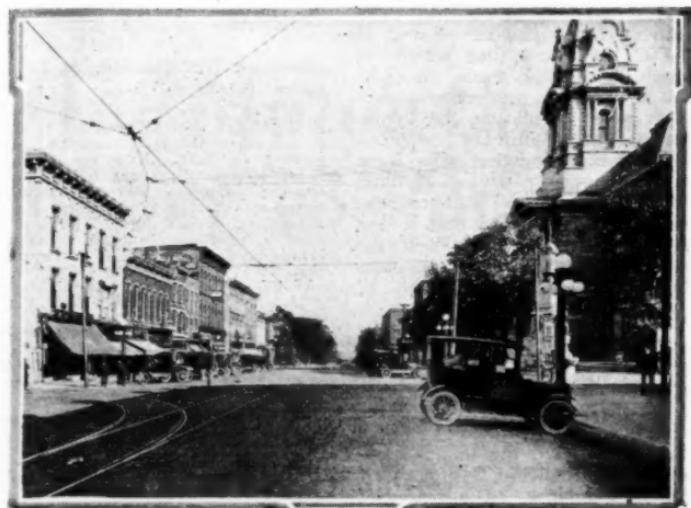
Music should play a part in this hour! Children love music often better than stories. And it is the first impressions on the tender young minds which are most lasting.

It will be seen by these excerpts from the advertisements of the association that the entire campaign served to stimulate a fundamental interest in music which would not only be expected to benefit the Victor dealers indirectly, but the dealer in every other type of musical instrument as well. The way in which this appeal was handled in the remainder of the series is illustrated by the advertisement headed "What Does a Man Benefit Who Feeds His Body and Starves His Soul?" The copy itself begins:

To feed the body is but a primitive instinct—in man, beast and plant alike. But man differs from the others in that he possesses a soul—an intellect to which food is needful if it would rise above that of the lower strata of creation.

Music is the food of soul and mind, an elevating art that has made its influence felt, and has always stood as the forerunner of civilization.

The success of such a campaign can hardly be measured by any immediate effect upon business,



BUSINESS DISTRICT—CRAWFORDSVILLE

“Star” Lights on Indiana— Shining on Crawfordsville

Crawfordsville, the county seat of Montgomery county, is located 45 miles northwest of Indianapolis, in the heart of an unusually rich and productive agricultural country. It is noted as the home of the late Gen. Lew Wallace and also of well-known Wabash college.

Crawfordsville's some 11,000 inhabitants are practically all native born, English-reading, home-owning people. It is on the line of four railroads, has several industries, employing about 27% of its population, and is a prosperous Indiana city. Crawfordsville has two old-established daily newspapers, yet the city proper receives 310 daily and 950 Sunday copies of The Star each issue, while Montgomery county takes a total of 956 daily and 1,406 Sunday copies of The Star.

It is the progressive, forward-looking citizens of Crawfordsville who are Star readers, as in all Indiana cities. Data gathered from 28 cities in a 75-mile radius of Indianapolis show that one out of every five business and professional men read—

The Indianapolis Star

Largest Morning and Sunday Circulation in Indiana.

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York
Western Representative: John Glass, Peoples Gas Bldg., Chicago

ONE OF THE SHAFFER GROUP OF NEWSPAPERS

nor, as has been pointed out, was such effect anticipated. Yet it is a fact that, at a time when the retail phonograph trade throughout the country was experiencing a period of stagnation, the Victor dealers of Baltimore reported without exception that sales were maintaining a gratifying average.

The retailers who fathered the campaign are satisfied that it was well worth while. Results so far have given them sufficient basis for the belief that the benefit of their advertising will be felt even to better advantage during the holiday season, that period which marks the high-spot of phonograph sales.

We shall undoubtedly hear more of this sort of work as time goes on but, through the unique campaign by which the Baltimore retailers combined to advertise a national product, the Victor Dealers' Association of Baltimore has given an excellent example of true dealer co-operation—from the other side of the fence.

"Printers' Ink" Keeps Him Young

SOUTHERN STAMP & STATIONERY CO., INC.

RICHMOND, VA., December 23, 1920.
Editor of PRINTERS' INK:

I appreciate your kind favor of the 20th, saying we were one of the first thousand subscribers to *Printers' Ink Monthly*. I want you to know that I have been taking *PRINTERS' INK*, I presume, before I left school, in fact, I feel in love with it at first sight and have always subscribed and read it, so you will see I am a pretty old subscriber when I tell you I have passed the half-century mark, but *PRINTERS' INK* and a few other things have kept me very youthful. I would not do without it for many times its cost.

Sure, keep sending it as I have already requested my son to continue the subscription when I have crossed the river.

SAM'L S. ROSENDORF,
President.

Will Represent Three Newspapers

E. T. R. Murfey, formerly with the Chicago office of the *New York Evening Journal*, has been made Western representative of the *Washington, D. C., Times*, *Milwaukee Wisconsin-News* and *Atlanta Georgian-American*. Mr. Murfey will have his headquarters in Chicago.

No Excuse, If the "Monthly" Fails to Arrive

ROCKFORD, ILL., December 23, 1920.

Editor of PRINTERS' INK:

IMPORTANT—December copy of *Printers' Ink Monthly* not yet received at this office, and local postoffice knows nothing (a fact). Now you see why it is "important"; I can tell you now that we appreciate this publication of yours so thoroughly that when a copy misses and breaks the file, we wish to raise a howl loud enough so that it brings us the missing copy. Don't say that we cannot have this December issue—that you are all out—no excuse goes. Send our copy as a New Year's greeting.

They put us down for another year's subscription, as ours terminates with the January next issue.

Extending to yourself and your associates the season's greetings.

ROSCOE W. SEGAR.

Presbrey Agency Has Savings Association Account

The Frank Presbrey Company, New York, has prepared and is placing the advertising campaign of the Savings Bank Association of New York. This campaign was reported in *PRINTERS' INK* of last week in an article, "Savings Banks Plan to Take the Mystery Out of Banking."

The campaign will be limited to newspapers. Every daily paper in New York State, published in cities and towns where there are savings banks, will be used. Weekly papers will be used in small towns which have savings banks but no dailies.

Made Secretary of Pan-American Advertising Association

The Pan-American Advertising Association of the Associated Advertising Clubs of the World, New York, has appointed Arthur J. Lang as its executive secretary. He will devote all of his time to the work. Mr. Lang has traveled widely in every country of Latin America during the last ten years. This association, at a later date, expects to issue a bulletin in the English language for its members. It also plans to authorize the publication of an official bulletin in Spanish.

Judge Orbison Elected Vice-president of A. A. C. of W.

Judge Charles J. Orbison, of Indianapolis, has been elected vice-president, representing district 6, of the Associated Advertising Clubs of the World. He succeeds J. E. Fitzgibbon, of the Phoenix Knitting Mills, Milwaukee, resigned. When the headquarters of the Associated Advertising Clubs was at Indianapolis, some time ago, Judge Orbison acted as general counsel for the association.

One Motor Car to Every 13 Persons

¶ Maryland, with a population of 1,449,610, has 110,276 passenger automobiles registered—or one motor car for every 13 persons.

¶ In 1910, with a population of 1,295,346, there were only 4,919 passenger cars registered in the State or one motor car to every 263 persons.

¶ Baltimoreans and Marylanders are interested in automobiles—are buying them.

¶ The Baltimore Automobile Show will be held from January 22d to 29th inclusive. The Show Number of THE SUN will be issued January 23d, and promises to be the "best ever" from both an editorial and an advertising standpoint.

¶ This number of THE SUN offers advertisers in the automobile and allied fields an unrivaled opportunity to tell their story when reader-interest of automobile owners and prospective owners will be at its height.

¶ Discriminating advertisers in the automotive field are using the columns of the *Sunpaper* because they have found, by experience, that

Everything In Baltimore Revolves Around THE SUN

Morning

JOHN B. WOODWARD
Times Bldg., New York

Evening

Sunday

GUY. S. OSBORN
Tribune Bldg., Chicago

**Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"**

A new margin of profit by packing it right

They thought they needed only a shipping case—but their inquiry gave them a completely reorganized merchandising system

ALARGE foreign manufacturer wished to distribute his product in the American market. He thought he needed only a new shipping case to begin his selling campaign.

A Gair expert was called in. In order to figure the exact weight and dimensions required for the shipping case, a thorough inspection was made of the client's whole packaging system.

It was found that the bottle containing the product was wrapped in a wax sealed wrapper, with a label seal pasted over the cork. This arrangement, besides being practically without advertising value, required much expensive hand labor to package it.

A carton package was suggested instead, consisting of a tightly sealed folding box, attractively printed in colors with the manufacturer's trademark and bearing his message to the consumer.

The difference in effect was startling. Here was a package that expressed the character of the product—that would carry its message to retailer and consumer alike—and build sales wherever it went. More important still, the installation of automatic packing machines brought new economies in labor costs.

A corrugated shipping case was then designed, which made possible an economical arrangement of the units in packing,



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afforded maximum protection for the goods in transit, and provided an advantageous color display of the manufacturer's name and trademark.

Nor did the investigation stop here. Bottling and engineering experts were called in consultation, and further production problems worked out by them in co-operation. From the floor plans of the bottling plant to the sealed shipping cases on the factory floor, the manufacturer's merchandising system was reorganized in terms of the lowest cost per unit and per hour—and a new margin of profit permanently secured.

Solving shipping problems for the leaders in every industry

Because the greatest merchandisers of the country recognize our ability, more than a billion dollars' worth of merchandise was carried last year in Gair folding boxes, in Gair shipping cases, under labels made by the Robert Gair Company.

We control the whole process of manufacture, from wood-pulp to finished product. We operate our own paper mills, make our own inks and glues, maintain our own art, engraving, printing, lithographing departments. Our chemistry department regulates and improves our processes and tests finished products.

Our plant is the largest of its kind in the world. With its facilities we are prepared to offer a complete service for packaging and displaying your goods—Folding boxes, Labels, Shipping cases, Window display advertising—giving unity to your product from factory to consumer.



ROBERT GAIR COMPANY BROOKLYN

Folding boxes Labels

Shipping cases

Window display advertising



— the university of the masses

You have *got* to read your daily Newspaper.

You can postpone reading your weekly or monthly magazine, your trade paper, even skip all of the issues for months.

But you have *got* to read your daily paper. It is your constant source of information. It is the only university you never graduate from.

Without the daily Newspaper you would be isolated utterly. Your friends would pity you, and business would fall away.

What a privilege that this constant, common meeting ground of all the world is available to sell your merchandise!

Without the daily Newspaper, the greatest of all educating forces, no consumer campaign can be completely successful.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency
Established 1888
Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

Some Needed Reforms in Trade-Mark Procedure

Present Practice Ill Adapted to Needs of Actual Business and Particularly of Export Traders

By Chauncey P. Carter

THE possible advantages of the separation of patent and trade-mark procedure by the establishment of a trade-mark bureau under a Registrar of Trade-Marks have already been discussed in the public prints. I now propose to outline some other changes that might be made in the present procedure governing the registration of trade-marks in this country and which I believe would be found of great advantage to our trading interests and particularly to our foreign traders. Some of these changes could only come about as the result of Congressional action, while others can be made by executive action under authority of existing laws.

Perhaps the most urgent need in the way of new trade-mark legislation is an amendment to the present laws providing for the registration of collective or group trade-marks. For almost ten years, the United States has been a party to an International Convention binding each member to "allow the registration of, and to protect, trade-marks belonging to associations the existence of which is not contrary to the law of the country of origin, even if such associations do not possess an industrial or commercial establishment."

Notwithstanding this, the Commissioner of Patents has ruled that our law does not now permit a non-trading association to register a mark. There would seem to be no Constitutional limitation on the registration of trade-marks that are owned by an organization the members of which are permitted to and do use the same in interstate or foreign commerce and it would seem as though in justice to our own trading interests and in fulfillment of our solemn obligation under the Con-

vention referred to, this legislation should be enacted at the earliest possible moment. The inertia that is largely responsible for the failure to pass such legislation to date may be traced in large part to the fact that these marks are protected under our common law without the necessity of registration, but this fact does not take into consideration the present inability of domestic owners of collective marks to protect the same in foreign countries where registration is the only form of protection and where that is denied to those who cannot adduce proof of registration at home.

DIFFICULTIES IN THE WAY OF ASSIGNMENTS

The present procedure of our Patent Office in respect to the registration of assignments of trade-marks and to the facilities accorded assignees, being based on and identical with the procedure governing the transfer of patent rights, works a considerable hardship on subsequent proprietors of trade-marks.

In the first place, our common and statute law both provide that a trade-mark cannot be transferred apart from the good-will of the business in which it has been used. It would seem to follow that the transfer of the good-will of a business would carry all trade-marks used in the business with it. But the Patent Office will not admit this fact and refuses to record any assignment in respect of a trade-mark that does not specifically identify that trademark by the number and date of its registration in the Patent Office.

In nine cases out of ten a subsequent proprietor of a business does not know of this rule and

does not require the assignor to put this identification in the bill of sale of the business, although he often requires the bill of sale to mention "trade-marks" and sometimes goes so far as to have the trade-marks named or described therein.

In many cases the subsequent proprietor does not appreciate the need for recording any document in the Patent Office to secure such title until he comes to make use of the registrations for court purposes, for purposes of foreign registrations or until he attempts to renew them upon expiration. Then he learns that his bill of sale is insufficient to pass title and that he must obtain another document specifically identifying the registrations by number and date. Often it happens that the original owner is dead or that his signature cannot be obtained for other reasons or there may have been two or three subsequent transfers so that the clearing of the title becomes next to impossible.

It would seem that our practice in this respect should be modified so as to permit the registration of the trade-mark in the name of a subsequent proprietor when the latter makes proper application.

Another feature of our Patent Office procedure in connection with assignments of trade-marks which is particularly burdensome to the foreign trader and at the same time susceptible of promoting fraud, is the lack of common understanding between the Assignment Division and the Trademark Division of the Patent Office. The Trade-mark Division never knows what happens to a trade-mark after it has been registered unless it requests an abstract of title from the Assignment Division.

All this leads to delay and extra expense and is a disadvantage to our foreign traders as against their British competitors, for instance. The latter, upon application to their Patent Office for a certified copy of a registration of which there has been a change in title, are able promptly to secure

a simple certificate stating that the mark was registered on such a date and that on such and such a date so-and-so was registered as subsequent proprietor thereof, the name of the earlier proprietor being omitted altogether to avoid unnecessary complications. It would seem that the law might be advantageously amended so as to require a fee of \$10 to be paid in connection with an application for registration of a subsequent proprietor, fresh printed copies of the trade-mark registration in the name of the new proprietor to be provided for by this fee.

A further defect in our assignment procedure is the failure to demand evidence of the transfer of the corresponding foreign registration where an assignment of a domestic registration based on such foreign registration is presented for record. At present, no such evidence is required, so that notwithstanding the provision of the statute to the contrary, it is quite possible for a foreigner to become the registered proprietor of a trade-mark in this country of which he is not the registered proprietor in his own country.

OPPOSITIONS FROM ABROAD MADE WITH DIFFICULTY

The term of thirty days within which a notice of opposition, including a complete statement of the grounds for same may be filed, is quite inadequate in the case of foreign opposers. The "Official Gazette" does not reach even London firms for at least two weeks after issuance and it is usually quite out of the question to formulate and execute properly a complete notice of opposition and have the same reach this country in time to be filed within the thirty-day period. It thus becomes necessary to cable the complete statement of the grounds for opposition to an attorney here at considerable expense. So far as far-off countries are concerned, as for instance, Australia, the "Gazette" does not even reach them within the thirty-day period, so that they have no chance of opposition

Get The Facts!

*About the LOUISIANA-
MISSISSIPPI MARKET*

TRADE EXTENSION BUREAU

as viewed by

Collins-Kirk, Inc.—

"We received the investigation made by your publication on the oleomargarine situation in New Orleans. Let us say right here that this is one of the most complete and satisfactory investigations which has ever been prepared for us.

"We cannot compliment you too highly in the manner in which you went into the proposition and the excellent merchandising points which were brought out in your investigation. The writer has read the entire investigation over carefully and found it of great interest."

"In New Orleans—It's The Item."

THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

National Advertising Representatives
The JOHN BUDD COMPANY

A. G. NEWMAYER
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle.

whatsoever. I would suggest that forty-five days be made the period for filing notice of opposition, with the privilege of securing further periods of time in deserving cases within which to file a full statement of the grounds.

In view of the decision of the Court in the "Simplex" case in which it seems to have been held that Section 5 prohibits the registration of a name as a trade-mark regardless of whether it may have only been adopted as a name after its use as a trade-mark by the applicant and regardless of whether competition is involved, it would seem to be necessary to amend this section so as to make it possible to register a distinctive name as a trade-mark provided it was adopted as a trade-mark prior to its adoption as a name by any competing organization.

The law should also be amended so as specifically to prohibit the registration of deceptive marks. At present, there seems to be no difficulty in a New York firm securing registration of a mark for cutlery with the name "Sheffield" as a part of the mark, although such inclusion manifestly deceives purchasers into believing that the goods were made in Sheffield, England. Likewise, one may register as a trade-mark in the Patent Office words which the Federal Trade Commission has held to be deceptive when applied to the goods for which registered.

Owing to there being no present penalty for using a notice in connection with an unregistered mark calculated to lead to the belief that such mark has been registered, it has become quite common to mark all marks with such a notice from the commencement of their use, although many are not registered for considerable periods of time and others are refused registration altogether. Congress should provide a penalty for unauthorized use of such notices.

The sweeping changes effected in the Act of March 19, 1920, just prior to its enactment, were naturally drawn up in haste, and as

a result the act is neither clear nor complete. It is particularly important that Congress define the term of registrations under this act, and at the same time authorize the Commissioner to act as the intermediary in the transmission to the International Bureau at Cuba of the applications of our citizens for international registration. Congress should also determine and state whether our Patent Office may or may not or should or should not examine and if desirable refuse recognition in this country to internationally registered marks from other countries which do not comply with our definition of a trade-mark or which are anticipated by earlier domestic registrations.

Although the right to registration in the Patent Office is based upon and decided by the date of earliest use in *interstate or foreign commerce* in the case of a domestic applicant and by the date of earliest use in the *United States* in the case of a foreign applicant, the present application forms do not specifically call for a statement of such use but require merely a statement as to the earliest "use" of the mark. Thus, in an interference proceeding, a foreigner receives preliminarily at least the benefit of his earliest use of the mark in *his own country* and a domestic applicant may receive the benefit of his earliest date of use within a single State, although neither is entitled to these respective dates. The forms should be changed so as to require a statement of the earliest date of use in *interstate or foreign commerce* in the case of domestic applicants and of the earliest date of use within the *United States* in the case of a foreign applicant.

Finally, it is believed that every change or modification suggested herein is in the interest of trade-mark owners and is furthermore devoid of controversial aspects. Under the circumstances, one may expect that if these suggestions are forcibly and definitely brought to the attention of the proper Governmental officers, they will shortly be put into force.

The T. K. Kelly Sales System of Minneapolis reports quite unusual results from an extensive advertising campaign being conducted in The Minneapolis Sunday Tribune, during the course of which double-page spreads have been used. Thomas K. Kelly, head of the company, credits the advertising in The Sunday Tribune with having brought to his sales organization several accounts running well over the \$100,000 mark. The T. K. Kelly Sales System, one of the largest of its kind in the United States, and operating all over the country, puts on stock-reducing sales for retail merchants and sells bankrupt stocks for receivers.

"There are good times ahead," is the way the L. S. Donaldson Company, of Minneapolis, the oldest department store in the city, introduces in a full page a message of optimism to the people of the Northwest in a recent issue of The Minneapolis Tribune. "Observation and experience during the past thirty-eight years," says Mr. Donaldson, "have taught us that this Nation will weather this period as it has weathered the others." * * * "We believe in the future—so strongly that we are placing many orders for goods to be manufactured and delivered to us during the early spring of 1921. We keep steadily on, just as is to be expected of every house of reliability and progress." * * * "We print this message because we believe it is our duty to do so. This Nation, the strongest and richest in the world, cannot be affected adversely by a temporary uncertainty, caused by a readjustment which should have been more gradual. Optimism is the word to-day. There are good times ahead." Several more pages of a similar nature, in which no price statements or direct-selling arguments will be employed, are scheduled for publication in succeeding weeks in The Minneapolis Tribune.

The Fred M. Randall Company, of Detroit and Chicago, is pioneering Aladdin houses in the Northwest by the use exclusively in The Minneapolis Tribune of four-color, full-page advertising running on the back page of The Minneapolis Sunday Tribune magazine section. Backed by the big circulation of The Minneapolis Tribune this most artistic advertising for the Aladdin company has been productive of some very good results. The present schedule runs throughout 1921.

Edward St. J. Bromley, formerly with L. S. Donaldson and more recently with the Munsingwear Corporation, has recently been installed as advertising manager of the New England Furniture & Carpet Co., of Minneapolis.

William Wrigley, who kept the nickel in circulation by holding the price of gum at 5 cents, has renewed his contract with The Minneapolis Tribune through the Stewart Advertising Agency.

The Minneapolis Tribune is in receipt of a 78-time order for the Whiting Paper Company. Snappily illustrated copy, carrying a convincing selling message, was prepared and placed by Hanff-Metzger, Inc.

Dickinson & Gillespie, real estate sub-dividers, of Minneapolis, are running copy in The Minneapolis Tribune and also thirty-seven California, Arizona and New Mexico papers. The Kraft Advertising Agency, of Minneapolis, is placing the business.

Kraft Advertising Agency, of Minneapolis, is placing a large schedule of display advertising in The Minneapolis Tribune and other papers of the Northwest for the Sterling Electric Company, of Minneapolis.

Member A. B. C.

The Minneapolis Tribune

Is the oldest and best daily newspaper published in Minneapolis.

Has the only 7-day Associated Press franchise.

Accepts no questionable advertising.

Makes no trade contracts.

Is cautious as to its credits.

Has the largest total circulation.

Has the largest home carrier circulation.



FIRST
in its
City

FIRST
in its
State

FIRST
in its
Federal
Reserve
District

Jan. 6, 1921



*Is it good business
to pay more, when
you can get such value
in quality and volume
for \$3.50 per line?*

(Less than .0058 per-line-per-1,000 net paid)

NEVER has there been a time in the experience of the present generation of advertisers that a close analysis of advertising values was so useful as now.

Never has there been a time when the study of A. B. C. Audits, and *every other* test of quality and volume, was so sure to be reflected in the results.

Never has there been a time when the dependability of the farm market was put to a more severe test, and never was its buying power so high as compared with the city field.

Until recently, however, manufacturers were so oversold that the selection of media had become a secondary matter.

Today it's a job of prime importance.

A few months ago a low rate was often a liability—it was sometimes even scoffed at, as being incompatible with good value.

Today the low rate per 1,000 circulation is recognized as being in line with the spirit of the times, and it is a real asset—provided the publication has size and quality in circulation, and unquestionable editorial prestige to back it up.

Farm & Home has the size—over 610,000 net paid, and more than 670,000 gross.

Farm & Home has quality—upwards of 82% rural circulation in the best states—a circulation secured without the use of premiums, contests, canvassers, or any other form of "hootch."

The best evidence of editorial value is the renewal percentage of over 51%—the largest of any national farm paper.

Ask for the results of a December investigation into agricultural conditions

FARM AND HOME

The National Magazine of Rural Life

PHELPS PUBLISHING CO., Publishers

DAVID R. OSBORNE, Advertising Manager

SPRINGFIELD, MASS.

30 North Michigan Avenue, Chicago 315 Fourth Avenue, New York
Oneida Building, Minneapolis, Minn.

IN HARTFORD AND CONNECTICUT THE COURANT STANDS FIRST

COURANT readers sit in the *Angle of Interest*rather than the *Angle of Relaxation*

because:

—it is a Sporting AUTHORITY

Local or state, national or international—every sporting event in which folks are interested is covered accurately, adequately, interestingly in next morning's Courant. The Courant has special correspondents at every major sporting event; the Courant sport editor is an authority.

It costs a lot, of course—the payroll for correspondents and for telegraph tolls runs high. But the Courant set out to make its sporting pages the best in New England. Judge for yourself how well it has succeeded.

Our friends in Advertising Agencies who have recommended the Courant as the "best buy" in Hartford know well that the reader interest of this newspaper helps to bring the quickest and best results for advertisers.

THE HARTFORD COURANT

Continuously since 1754

GILMAN, NICOLL & RUTHMAN

Representatives

World Bldg., N.Y. Tribune Bldg., Chicago

NEXT WEEK—HOW THE COURANT "MAKE-UP" BUILDS READER INTEREST

Why Trade Associations Should Stay Out of the Publishing Business

Often Place Solicitation of Advertising on Unworthy Basis; Circulation as a Rule Artificially Maintained

By John Allen Murphy

II

WHEN an association decides to go into the publishing business, it usually does so unthinkingly. Often the publication idea is jammed through by a small minority of the members, who are long on enthusiasm and short on information about the publishing business.

Fortunately, however, an overwhelming percentage of all trade bodies are firmly set against going into the publishing business in competition with independent mediums. Many of them have gone on record to this effect. Most of them heartily agree with J. M. Naylor, secretary of the Plumbeago-Graphite Ass'n, Inc., when he says:

"Trade papers serving the industries to which we contribute cover fully the necessity for any publicity which we may need."

Of like tenor is the statement of H. A. Dickie, secretary, Folding Box Manufacturers National Association. He says:

"We depend upon the regularly established trade papers of the industry to promote the interests of our members in common with the interests of non-member concerns."

Even more emphatic is the declaration of Hugh P. Baker, secretary-treasurer of the American Paper and Pulp Association:

"The regular publication of this association," he writes, "is, in a way, a series of form letters on questions of importance to the industry. It is purposely kept in such shape that it can compete in no way with the regular trade journals. The association does not have in mind the solicitation

of advertising of any kind for its regular publication.

"The trade journals of the industry are very helpful to various associations in the industry. It is our aim to co-operate with them fully, and at no time has there been any idea of making any of the publications of the association compete with these trade journals."

ACKNOWLEDGES HELP OF TRADE PRESS

Against this line of thought an interesting communication has been received from H. W. Perry, general manager of the Trailer Manufacturers Association of America. He writes:

The Trailer Manufacturers Association does not issue any publication. It reaches its members and other trailer manufacturers directly through the medium of frequent bulletins. It has also begun the issuance of special bulletins to trailer distributors and dealers.

"The general automobile and truck trade and motor car and truck users are reached through the medium of the regular established periodicals in this field and also through the daily newspapers.

"It is the personal opinion of the writer that there is already a sufficient number of good periodicals in the automotive field and that so long as these show a willingness to give trailers due amount of attention, they should have support, and there would be no good reason for establishing a special trailer publication by the association and soliciting advertising support for it, which would tend to weaken the regular publications. It is also felt that

the advantages and economy of trailers can be brought to the attention of the automobile trade and automobile and truck users better through the established periodicals than in a special trailer publication.

"Trade periodicals, not only in the automotive field, but in a large number of other industries, have shown a most friendly attitude toward the trailer industry, and their co-operation in carrying the trailer message and trailer news to the public is greatly appreciated.

"The suggestion has been made to us several times that as there is no periodical devoted especially to trailer interests, it might be desirable for the association to issue such a publication, or to induce some publisher to go into the field."

Mr. Perry's informing letter brings us to the next phase of the subject, and that is to an explanation of why association organs are weak editorially. It has already been shown that the most serious objections to these publications is the way they customarily solicit their advertising and establish their circulations.

LIMPING EDITORIAL CONTENTS

But even if these two objections were removed, the association organ, in most cases, would still have to be classed as a doubtful advertising medium, because of the difficulty, inherent in the proposition, of keeping the editorial contents of such a paper on a par in reader interest with that maintained by a well-edited independent paper.

Why? Simply because publishing is a highly specialized business and demands men of long experience carefully trained in the niceties of the profession. The average association secretary knows little or nothing about publishing. It is asking too much of him to expect him to conduct a periodical in competition with the ably-managed independent paper. The association's executive board is no better equipped for the work. And what is more impor-

tant: it is difficult to hire a competent, experienced publisher to manage an association publication. Such enterprises are known to be highly hazardous and for this reason able managers are loath to essay the monumental task of "trying to put them over."

Consequently the association organ has to be conducted with the talent available. The results are not usually happy. To be fair, I must admit that there are a few well-edited papers of this type, but they are very few and have attained their position only after years of struggling. The big percentage of such publications—almost 99 44/100 of them—do not show up favorably in an editorial way when compared with their independent competitors. It will not take an impartial critic long to come to that conclusion.

The fact that the paper is an organ is what weakens it editorially. Even a good editor cannot get around that fact. Everything he says is discounted, because, as Sidney J. Rockwell, editor of *Playthings*, says: "Such a publication cannot be thoroughly independent in tone. Being an organ, anybody controlling it may grind it at will." Both the editorial and news matter in an organ are likely to be inspired and to be devoted to the promotion of one interest or class in the industry against another. What is worse: the organ is often dominated by the strong man in the association. It finally becomes his mouthpiece and is used by him to fight his personal battles with unfriendly competitors.

Then again if weakly managed the organ may become the vehicle for the mouthings of anyone in the industry who wishes "to say a few words." It may become packed with witless speeches or be crowded with the lucubrations of the indignant member who has a penchant for addressing the editor on topics of the day. This is one reason why the Railway Business Association does not get out a publication. Says Frank W. Noxon, the secretary:

"Our reason for not issuing a

INFLUENTIAL CIRCULATION

THE NATIVE SON claims that he wants to keep California white. The Japanese claims that he wants to keep it green. Cornelius Vanderbilt, Jr. makes virtually no claims in either direction; but, by presenting an amazing array of facts, goes far in supplying the material upon which intelligent opinion can be formed.

Read this searching article, called "Keeping California White." It records what the people of the great western state really think about the astonishing influx of the Japanese. It is first-hand information. It is in

LESLIE'S

For January 8th

Have you been reading Leslie's lately?

INFLUENTIAL CIRCULATION

periodical is that we prefer to avoid the rigid standardization of make and size as well as the regularity of publication which impairs elasticity and variety in treating one emergency after another. We are influenced also by a desire to escape embarrassment in passing upon manuscripts which might be offered by our members, either their own or those of others."

A number of associations recognizes that long, technically-involved speeches delivered at their meetings and discussions that come up relative thereto do not always make acceptable material for independent papers catering to the whole field. They therefore get out more or less elaborate bulletins without advertising, to carry this information to the members of the organization. An admirable example of this sort of publication is that issued by the American Gas Association. It is known as "American Gas Association Monthly." In the words of Oscar H. Fogg, secretary-manager of the association:

"Its purpose is to convey directly to our membership news of the more important or most interesting activities of our association; articles describing the newest developments in our industry, in its technical and engineering branches, commercial practice, in short, anything or everything pertaining to our business which will be helpful to the several thousand gas men comprising our membership in the effort to make the gas industry one of the most progressive and most highly regarded of the essential industries of the nation. That, I hope, answers your first three questions.

"We do not solicit advertising. Our field is adequately covered by the *Gas Record*, the *Gas Age*, the *Gas Industry* and the *American Gas Engineering Journal* in the United States, and in Canada by the *Intercolonial Gas Journal*. As you say, they are among the best friends which our association and our industry has."

An association organ is almost

bound to be filled with unconscious propaganda, which marks it at once as lacking editorial independence. This point is brought out indirectly in a letter from Nelson Gray, executive secretary of the Corset Manufacturers Association. He states:

"The trouble with the present publications (meaning independent business papers) is that they are perfectly willing to exploit any statement that may be a detriment to an industry, but when that industry asks them to publish something in their favor it is immediately blue penciled with the statement: 'Such articles should be paid for as advertisements.'"

While he did not intend it as such, Mr. Gray supplies a splendid endorsement of the fearlessness of independent publications. They are not afraid to publish material that is detrimental to the industry, if it is the truth. It is the policy of well-edited papers to let the industry have the facts, for its own good, be they favorable or otherwise. On the other hand, the independent paper does not hesitate to decline to publish anything that it regards as mere puffery. It is in its independence wherein resides the strength of the uncontrolled publication.

One thing that minimizes the editorial effectiveness of many association organs is that those behind them have no clear vision of what they are trying to accomplish. They imagine that the periodical is educating the public as to the value of the industry, forgetting in the meantime that the publication does not go to the public but that it goes to the very trade that issues it. The advertisers in the publication often appear to have no conception of where its circulation is. As a result we find them advertising to themselves or to some other market that is in no position to buy the things advertised.

But it is the "organ" stigma that eternally handicaps the association publication. On this score, let Albert Klopfer, editor of *Bakers Weekly* and *The Cracker*

(Continued on page 65)

The Hartford Times.

Since 1817, Connecticut's Greatest Newspaper



New Home of The Hartford Times

*Complete
Coverage!*

THE TIMES wishes a happy New Year to each and every one of its readers and, if there be any souls in Hartford who are not among its readers, the wish goes for them, too.

This brief New Year felicitation, taken from the editorial page of The Times, says, if we may be pardoned for using the popular vernacular, a "mouthful."

The Times goes into practically every home in Hartford, and its evening visit is anxiously awaited by 27,000 families.

It is the first choice of local advertisers, and national advertisers will find it a wonderful business-getter.

THE HARTFORD TIMES

National Representatives

KELLY-SMITH COMPANY

Marbridge Bldg.,
New York

Lytton Bldg.,
Chicago

The Copy That Won \$300

In THE CORN BELT FARM DAILIES
"Best Piece of Copy" Competition



THE WORKING TOOLS ON THE PROFITABLE FARM

"**J** COULD not farm without it." This is the note sounded in scores—hundreds of letters received from farmers who consider THE CORN BELT FARM DAILIES as working tools.

J With all their variation of compliment, the major thought in these letters is the same: "I could not farm without it."

Corn Belt

¶ They could not farm without the plow, cultivator, silo, cream separator, gas engine, harrow, planter, spreader, thresher, tractor and truck.

¶ And here are four publications to be classed with these essentials of tillage, harvesting and marketing. Because they are not only read but used daily as part of the machinery for doing farm work.

¶ Serviceability is their chief function. Entertainment, general information and news provide the "good measure" of value.

¶ The 117,000 farmers who read and use THE CORN BELT FARM DAILIES are the ones who require timely price quotations and facts about supply and demand, conditions and methods. This must mean that they are the farmers whose good will is worth having; whose patronage is most to be desired.

¶ Users of THE CORN BELT FARM DAILIES—117,000 of them—are bell-wethers in their communities. They lead. They advance. And they buy—intelligently, in proportion to their needs as farmers who farm to make money and in proportion to their wants as people who appreciate the things that bring comfort, contentment and good living.

Daily Drovers Journal, Chicago, Ill.

Daily Drovers Telegram, Kansas City, Mo.

Daily Drovers Journal-Stockman, Omaha, Neb.

Daily National Live Stock Reporter, East St. Louis, Ill.

General Advertising Office:

THE CORN BELT FARM DAILIES

836 Exchange Ave., Chicago

W. E. Hutchinson, Adv. Mgr.

Eastern Advertising Office:

PAUL W. AND GUY F. MINNICK

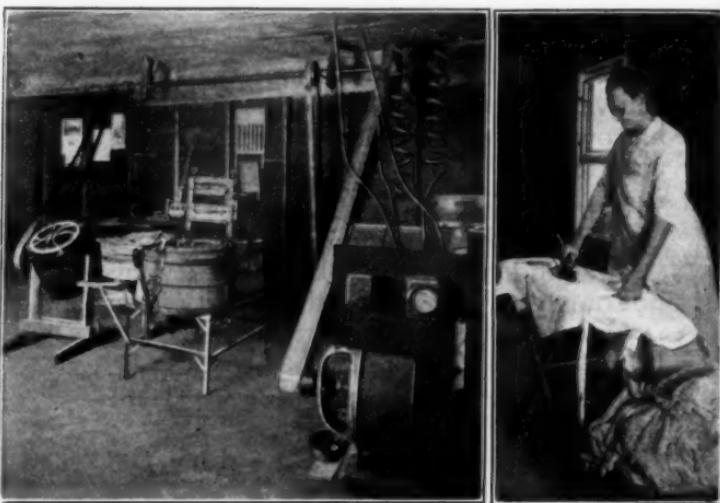
303 Fifth Ave., New York



Farm Dailies

REG. U. S. PAT. OFF.

Written by Mr. A. L. Gale of the Fred M. Randall Company, Chicago



The Use of Labor-Saving Devices by the Farm Woman

is strongly advocated by *The Farmer's Wife*. The power-driven washing machine, the electric iron and the power churn are among the helps that are knocking the drudgery out of the farm woman's day.

Contentment, health and cheerfulness of the farm home must be given consideration at least equal to that given production and marketing. *The Farmer's Wife* is working toward this end.

Farm women believe in *The Farmer's Wife* because of this "better the farm home" policy, because of its interest in their affairs and the affairs of their communities. This spirit of reader confidence is of especial value to advertisers who use space in

THE FARMER'S WIFE

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS
ST. PAUL, MINNESOTA

Western Representatives
Standard Farm Papers, Inc.
1341 Conway Building
Chicago, Ill.



Members, Audit Bureau of Circulations.

Eastern Representatives
Wallace C. Richardson, Inc.
95 Madison Avenue
New York City

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Baker declare himself. He says: "For that very reason *Bakers Weekly* has repeatedly refused to become the official organ of trade associations, for we do not wish to take the chance of having our independence infringed upon. Our policy for the past ten years, editorially, has always been to call a spade a spade no matter whether it may have hurt or not."

SUCCESS NOT REAL

At about this point the advocates of association organs will be likely to retort: "What you say may all be true, but how do you explain the success of so many of these publications? After all, doesn't the law of the survival of the fittest determine the right of an association paper to exist just as it determines the right of every other business institution? If a controlled organ can legitimately compete with an independent publication, should it not be allowed to do so?" In fact, PRINTERS' INK has recently received two or three letters in which this stand is taken.

The answer to this argument is that under the present methods of conducting these publications, there can be no fair test. The survival of association publications is not necessarily due to merit, but to the fact that their existence is artificially bolstered up. As we have already shown, both their advertising patronage and their circulation is assured quite independent of the worth of the paper, or of its right to survive according to the canons of independent publishing. It is notorious that a number of these publications have been so anemic for years that they would have been dead long ago if it were not for the stimulants that have been freely administered.

Since the real object of most organization publications is the creation of profits, an association is likely to feel that the paper is a success as long as it continues to make a profit. But here again it should be remembered that the profit is artificially obtained. It is obtained through the maintenance of what is practically an en-

dowed system. The system unfairly perpetuates the profits as long as the association itself flourishes.

The way to determine whether or not there is a need for the paper is to take it out of the organ class and to stop the unnatural respiration being given to it. When it has to stand on its own legs and get its circulation and advertising like any independent paper does and has to fight for its own support, it will soon be discovered whether or not it can survive. If it can keep going independently its competition will be welcomed by the regular papers in the field.

Now what attitude shall we take toward the publications that are started by associations where there is no trade paper in their field at all or because they feel it is not being sufficiently recognized by the established business papers? There is, for example, the periodical issued by The National Tent and Awning Manufacturers Association. It seems that there is no regular trade paper in this field.

The National Association of Bedding Manufacturers is also responsible for a paper that is issued monthly. Its purpose has been explained to PRINTERS' INK by J. P. Fanning, assistant secretary of the organization. He says:

"The magazine that we publish is absolutely the only one published in the bedding industry. It reaches 90 per cent of the production of the United States and Canada, but when you consider that there are not more than 800 mattress manufacturers in the United States, and perhaps a hundred in Canada, the light of glory fades considerably.

"Our purpose in publishing is to give the bedding industry an organ of its own as well as to provide an official mouthpiece for this association. And if you only knew of the cut-throat competition, the underhanded methods and unsanitary manufacturing that go on among a certain class of the industry, you'd agree that it needs one.

"Naturally we solicit advertising, but it is all done by mail and no coercive methods are used. It is merely a question of advertise if you like—use your own judgment.

"The nearest approaches to our industry are the furniture journals, but if you will look over a copy of one of them you will find that the bedding industry receives annually about thirty cents' worth of their attention. These journals carry practically no advertising similar to what we carry."

THE CASE IN WALL PAPER INDUSTRY

A more elaborate explanation of the reason for establishing another paper of this class is given by H. A. Gould, editor of "Wall-Paper":

"We gave this matter of publishing a magazine considerable serious thought for the reason that we did not want in the least to offend the publishers of wall-paper magazines, hoping almost against hope that they would awaken to the situation and produce a magazine, or magazines, which would be of actual help and assistance to wall-paper people. We took this matter up with them time and time again, even offering to assist them on the proposition without extra cost to them, but the answers we invariably received were, 'If the wallpaper people will do more advertising—if they will do what we consider their part, we will do ours,' to which the wall-paper people answered, 'If you will publish articles of actual merit that will be of help and assistance to wall-paper dealers, we will gladly support you in your efforts.' The result of all this was that neither side would take the initial step. In view of this, the wall-paper people decided that instead of waiting for the magazines to fall in line with our new policies they would 'go it alone,' with the result that we are now publishing a monthly magazine which is considered the best ever gotten out for wall-paper people; in fact, is the only exclusive wall-paper medium in the field, the others being com-

bined with other mediums and 'taking in too much territory' to be of actual help to us or the industry.

"As for soliciting advertising for 'Wall-Paper' we see no reason why we should not, for it is not a trade organ—it is a bona fide trade publication with second-class entry, and having this entry we dare not refuse any advertising when presented by a legitimate company doing a legitimate business. By accepting this advertising we feel that we are doing our readers a service by presenting them with products which they can, and in many instances should, use, and at the same time are making the publication 'pay for itself' so that we can devote the entire amount of our appropriation to other, and equally as important, uses, thereby giving the wall-paper people an extra dividend of assistance for their money.

"In addition to this, we find that with our own publication we can say and do things which could not otherwise be done, for the reason that the other magazines invariably look at their circulation sheets and their loss and gain account too strenuously and are somewhat hesitant of saying and doing things of a real progressive nature for fear it will give offense and reduce profits—or increase debits, would probably be the better way to put it right now. We of course aim to have 'Wall-Paper' on a paying basis, which it is, but do not hesitate to say or do what we think, particularly if we think it is for the best interests of the industry as a whole. If you were a subscriber to 'Wall-Paper' you would readily appreciate this when you read through the articles.

"If, however, an industry is well represented in the trade publication field I am in agreement with you that it is not the thing to do—it is 'carrying coals to New Castle' with the possibility of putting a damper on the New Castle coals without benefiting theirs. As has been stated, the reverse was true of our industry, so in self-protection, or rather, I should

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Business Insurance in Kansas City

When a Kansas City merchant advertises in The Kansas City Star, he experiences a happy sense of security and satisfaction, born of the knowledge that his message will be carried into more than 215,000 homes and that nothing else he might do could give that message a wider or more attentive reading.

His case is rested. Having reached everybody in town through the medium everybody looks to for advertising information, he knows that he has accomplished the utmost in advertising efficiency.

THE KANSAS CITY STAR

Average Net Paid Circulation during December:

<i>Morning</i>	<i>Evening</i>	<i>Sunday</i>
217,757	222,557	224,306

Chicago Office
1418 Century Bldg.

New York Office
2 Rector St.

say, for mutual benefit, we decided to publish our own medium—and with great success."

If there is no paper recognizing a trade, no one can question the right of the industry's association to remedy the situation. Every distinct trade of any size and importance is entitled to business-paper representation. If, for example, the awning manufacturers had no paper covering their business, they were justified in starting one. Perhaps the field is too limited in scope to make an independent paper self-supporting.

As to the bedding manufacturers, the situation is slightly different. The field is already being recognized to some extent by furniture papers. Business publications catering to a large and varied industry have to be careful not to over-emphasize the importance of any one branch. They must try to give a proper perspective to the business as a whole. Bedding, with a few notable exceptions, is peculiarly a local business. Because of freight rates and for other reasons, most manufacturers in the field operate throughout only a few States. An industry of this sort is journalistically hard to deal with adequately. For this reason, few will be inclined to quarrel with the bedding folks for starting their own paper.

There is one danger, however, in carrying the specialization of business papers too far. If the furniture field were split up into its component parts and a paper started for each, we would have chair publications, dining-room publications, bookcase-publications and so on ad absurdum. The suggestion is not as ridiculous as it may seem. Extreme specialization already obtains in the garment field. Almost every article of apparel that women wear has at least one publication devoted exclusively to it. Not satisfied with this, some of the specialty associations in this field are bringing out additional publications. In view of the circumstances, these are likely to be

biased in favor of the product of the particular manufacturers behind the publications.

Before an association decides to start a publication, it should first find out if it has given proper support to the papers already recognized in the field. If it is not satisfied with the extent of this recognition, a frank discussion of the question with the publishers of existing papers would usually lead to a happy settlement of the dispute. The Wall Paper Industry, according to Mr. Gould, did this. It then decided to go ahead with its publication anyway. The fact that the new publication is not profitable indicates why the papers that had been covering the subject of wall paper were not able to give more space to the subject.

But if an association paper does succeed in finding a profitable berth for itself in an industry, and its advertising is obtained fairly and its circulation legitimately established, then the next step for it to take is to divorce itself from the association entirely and put the paper on an absolutely independent basis. As long as it is the mouthpiece of an association, no matter how well managed it may be, it is going to bear the taint of being an organ and to that extent will suffer in editorial influence and hence in the responsiveness of its advertising columns.

Dr. C. W. Green Will Leave Liberty Agency

Dr. Charles W. Green has resigned as vice-president of the Liberty Advertising Agency, New York, effective January 18. Before joining the Liberty Agency, two years ago, Dr. Green had been engaged in publicity work for the Postum Cereal Company. He plans to devote his entire activities to food advertising.

E. F. Hastings Joins Redfield Agency

Emile F. Hastings, who conducted an art service in San Francisco previous to entering the service in the Navy during the war, has joined the art department of the Redfield Advertising Agency, New York, as assistant director.

Doubt
The



The Oliver Typewriter Company's sales policy depends largely, for its success, upon reliable circulation. That's why they advertise in the nine magazines comprising the All Fiction Field.

The **ALL FICTION FIELD**

"The Field of Greatest Yield"

Published by

Doubleday, Page & Co.

The Frank A. Munsey Co.

The Ridgway Company

Street & Smith Corporation

1,596,415 A. B. C. Circulation

better
paper
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better  
printing



WAR  
STANDARD

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# BOOKS

*that are made  
to be cut up*

ONCE each month for the year 1921 every paper merchant who sells Warren's Standard Printing Papers will distribute copies of a series of books known as "Printing Sales Material."

These books are made to be cut up. They are intended to enable the printer, artist, designer, or advertising manager to sit down with shears and paste and in a few minutes prepare a presentable and understandable dummy for any sort of booklet, catalog, or folder. Each of these books shows specimens of type pages and layouts, type faces, title pages, covers, illustrations, rules, borders, decorations, etc., that are exactly the sort of thing needed for the first steps in planning printing. In addition, each book is a demonstration of the printing possibilities of the Warren Standard Paper upon which it is printed.

These books are not sold. They are distributed by the merchants who sell Warren's Standard Printing Papers. A list of these firms is printed here. The list will not appear in subsequent advertisements. We suggest you make a note now of the distributor nearest your city, and apply to him if you can use these books.

S. D. WARREN COMPANY  
BOSTON, MASS.

### List of Paper Merchants Who Sell Warren's Standard Printing Papers

Atlanta, Ga.  
Baltimore, Md.  
D. L. Ward Co.  
Boston, Mass.  
A. Storrs & Bennett Co.  
Buffalo, N. Y.  
The Ailing & Cory Co.  
Chicago, Ill.  
J. W. Butler Paper Co.  
Cleveland, Ohio  
The Diem & Wing Paper Co.  
Cleveland, Ohio  
The Petregale Paper Co.  
Columbus, Ohio  
The Diem & Wing Paper Co.  
Dallas, Texas  
Southwestern Paper Co.  
Detroit, Mich.  
Burke Paper Co.  
Grand Rapids, Mich.  
Central Michigan Paper Co.  
Hartford, Conn.  
Henry Lindenmeyr & Sons  
Houston, Texas  
Southern Paper Co.  
Jacksonville, Fla.  
Antietam Paper Co., Inc.  
Kansas City, Mo.  
Missouri-Interstate Paper Co.  
Los Angeles, California  
Central Paper Co.  
Louisville, Ky.  
The Diem & Wing Paper Co.  
Lynchburg, Va.  
Cessna-Oillard Co., Inc.  
Memphis, Tenn.  
Taylor Paper Co.  
Milwaukee, Wis.  
Standard Paper Co.  
Minneapolis, Minn.  
The Leslie Paper Co.  
Newark, N. J.  
Henry Lindenmeyr & Sons  
New Haven, Conn.  
A. Storrs & Bennett Co.  
New Orleans, La.  
The Diem & Wing Paper Co.  
New York City  
Henry Lindenmeyr & Sons  
New York City (Export)  
National Paper & Type Co.  
Ogallala, Neb.  
Field-Hamilton-Smith Paper Co.  
Philadelphia, Pa.  
D. L. Ward Co.  
Pittsburgh, Pa.  
The Ailing & Cory Co.  
Portland, Me.  
C. M. Rice Paper Co.  
Portland, Ore.  
Eadicott Paper Co.  
Rochester, N. Y.  
D. L. Ward Co.  
Rochester, N. Y.  
The Ailing & Cory Co.  
St. Louis, Mo.  
The Missouri Valley Paper Co.  
St. Paul, Minn.  
Warren Paper Co.  
San Francisco, Calif.  
Pacific Coast Paper Co.  
Seattle, Wash.  
B. & C. Paper Co.  
Springfield, Mass.  
The Paper House of New England  
Washington, D. C., D. L. Ward Co.  
London, England, Lindenmeyr &  
Jouett Paper Co., Ltd.  
Australia (Brisbane, Melbourne,  
Sydney), H. J. Ball, Ltd.

# REN'S

PRINTING PAPERS



*Good thoughts become better through good printing*

HERE are many poorly printed booklets and catalogs that are kept solely for the wealth of information they contain. Inversely, there have been many typographic masterpieces doomed by the absurdity of their text.

Fine paper and good engravings are not enough to make a message sincere. In the majority of cases the text is what counts most. A Bible made of newspaper holds just as many truths as one in which the pages are Handmade Paper.

However, good printing adds untold value to good ideas. The desire to own and preserve literature is

many times stronger where the printed result is all that it should be.

If you could travel over the country and see the printing that others preserve, you would find much of it on Warren's Standard Printing Papers, Strathmore Covers, Buckeye Covers, Princess Covers and on other papers of The Lindenmeyr Lines.

Only through printing can you bring your thoughts to the eyes of the public. Only through the combination of good ideas, good printing and better paper can you hope to keep your message alive.

*Telephone: Spring 9600*

**HENRY LINDENMEYR & SONS**  
37-38-36 BLEECKER STREET NEW YORK CITY N.Y.

**THE LINDENMEYR LINES**

*Branch Houses*

16-18 Beekman St., New York, N. Y.

54-56 Clinton St., Newark, N. J.

58-60 Allyn St., Hartford, Conn.

# "Well, What Does Constitute a 'Good Idea'?"

It Is Comparatively Easy to Build an Advertisement, Once the Theme Is Originated, but That's Where the Rub Comes

By A. L. Townsend

THERE was once an editor who, being called upon to select a new design for the cover of his periodical, fifty-two times a year, came to be looked upon as the worst ogre in the business. Artists feared and detested him. He was stubborn, opinionated.

Nevertheless, a part of his fame and much of his fat salary were the direct result of a working philosophy that came through experience. He would accept no illustration for a cover that did not tell a story. The story, moreover, must not be a short one. The observer must be able to weave his own lengthy romance around it. His private and personal hate was the "pretty girl" cover. He would have none of them.

His more favored cover designs were those close kin to nature. If they pictured things that happen or that might happen, in everyday life, he was wholly satisfied.

He summed up his doctrines in these words:

"I will not buy a picture. I want more than that. The world is filled with just pictures. I want illustrations, so charged with human interest that people can look at them and weave a romance of their own around them."

Advertising has long faced this very issue. Is it to be "just a picture," or an *idea* first, and then its physical expression?

There is a constant glut of pictures. Ideas are rare and always will be.

Applying the idea to merchandise is still more difficult. In advertising there are many ways of approaching the problem. Some advertisers decide upon the basic purpose of a campaign, and then quietly construct individual ideas, all a part of the preconceived plan.

Others build month by month and advertisement by advertisement.

Sometimes the artist creates the scheme and the copy man writes from this point of inspiration. But it has long been contended that the average artist is not an advertising man. His ideas, therefore, are apt to be mere pictures and not really merchandising ideas at all.

## NO ROOM FOR JEALOUSY

We are inclined to the belief that the two units of production should function perfectly and in unison. Certain it is, that the man who has studied the product and its market is in a better position to suggest the basic idea than his fellow-worker, the artist.

It is the custom for every advertising art department to have a production manager. He is far more than a mere art manager. He is more a merchandiser and less an artist. He is always an analyst.

The production manager links arms and minds with the copy department. He is a man of many moods and capabilities.

Whatever the processes of production, the fact remains that only on rare occasion do we find an advertisement that literally lifts us out of our chairs—compels a hearing.

That advertising men sense this is a tribute to the intensive power of the really brilliant idea. It is not mere picture, not text alone, not a smart headline. It is all things, working in unison.

Those who are not professionally interested in the advertising business can ever realize the magnitude of this super-achievement. Inspirations do not come every day. An entire campaign can scarcely hope to hold to a

certain 100 per cent mark of efficiency. As in every other business or profession, there must ever be one better thing—a chalk mark higher than the rest.

Careful and earnest study of advertising certainly brings out the fact that there is a definite limit to these high spots. One might as well expect fifty Shakespeares in a generation.

The alert advertiser, however, stands in horror and dread of the advertising illustration that is little more than a picture. There are too many of them already. Thus, if a range is being advertised and the artist draws a picture of a woman cooking, it represents the lazy and indifferent type of advertising design. It is doing the obvious, the commonplace.

We have just come across a page advertisement of the Universal porcelain range that allows us to carry this one theme a bit further. It is, in itself, pictorially, a striking example of the vast and complex difference in the quality of advertising ideas.

During a conference, when twelve illustrations and twelve copy themes were desired for a certain kitchen range, the idea man threw up his hands.

"There are no more new thoughts for range pictures," said he; "it is a subject that has been done to death. There are obvious limitations. We can't hold an afternoon tea or a costume ball in the kitchen, can we? It all settles down to a woman, in a kitchen, busy at the range or some form of cooking."

But he was wrong.

He had simply not put his mind out to pasture.

Now this Universal page, and, indeed, every illustration of the campaign, is proof that even the most hackneyed theme permits of novelties. The husband had just entered the kitchen, still in his hunting costume, with a brace of ducks. His game bag was slung over his shoulder. The delighted wife looked on, in anticipation. The range had a conspicuous showing in the composition. The text went on to state that the most

difficult dishes could be cooked on this range. It was ready for any emergency.

It seems a slender thread upon which to hang the story, but this idea brought new props and accessories, of a rational character, to the kitchen composition. It meant the man in his hunting costume and the ducks and the subtle idea of roast meat, fresh from some far-away marsh. The lazy mind would continue to show merely a woman stirring something on a range, or Mother baking cookies for the children.

It may be stated, without fear of contradiction, that the really powerful illustrations in modern advertising are born of the copy theme. They are not side issues. They are not merely thrown in to attract attention. They are as closely allied to the text as the picture in a book.

Those advertisements which immediately attract us, as being head and shoulders above the commonplace, are most ingenious mixtures of picture, idea and copy. They have been put in the dressing bowl and thoroughly mixed.

The Edison Lamp Works, in farm journals, wishes to bring out the fact that electric lighting is the modern idea, even on the farm, and that the old, primitive lighting methods are as dangerous as they are obsolete.

Now suppose we dig beneath the surface, and see how every worker on that job functioned in ideal harmony. The headline reads: "Mrs. O'Leary's Cow Couldn't Do It To-day." A rather good caption, eh? Makes you want to find out what it means. A farmer knows cows, but he may not have heard of the one owned by Mrs. O'Leary, although she will go down in history, just the same.

The illustration. It is made up of two parts. One shows a farm hand milking in a dark barn, with an old-fashioned oil lamp on a stool nearby. The main drawing is of a thoroughly modern dairy barn, lighted by overhead Mazdas.

And then a side vignette, in pen and ink, of a great conflagration,

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ation,**1,042,100**Net Paid Circulation  
Last Sunday at 10 Cents

OF THE

**New York American**The Only American Newspaper  
with a Million Circulation

**E**VERY Sunday more families  
than there are in all Boston,  
Philadelphia, Baltimore, Wash-  
ington and Pittsburgh combined,  
read the Sunday New York  
American.

The Sunday New York American  
with this tremendous circulation  
—twice as much as any other  
New York Sunday newspaper—  
sells at 10 cents while all others  
sell in the local territory for 5  
cents. Twice the circulation at  
twice the price.

NET PAID CIRCULATION LAST SUNDAY

**1,042,100**

as Chicago burns. In our opinion here is a well-nigh perfect advertisement, with the basic idea always functioning through copy, headlines and illustration. Nothing is irrelevant, nothing is "stuck in for effect." The picture is far more than a mere teaser. Best of all, two of these units make it compulsory to read the advertiser's message. And that is the greatest test.

Illustrations for motor oils there have been, beyond counting, of automobiles chasing up hills — quietly circumspect pictures. But they were little more than pictures. They told no subtle story. They could have as easily been used for the motor car itself, or for brake lining or spark plugs.

Veedol goes about it differently. First the headline: "What complaints do car owners most often make?" Do you own a car? Are you not interested in the answer to that question? Would you not read to discover it? We think so.

An illustration that has been tailor-cut, to fit the idea of the entire advertisement, shows a car owner standing to one side, while a mechanic examines and adjusts the carburetor. But the advertisement and its illustration carry a still more potent message. An engineer, from Switzerland, running an engine block test, made certain discoveries about lubricants. The result of his investigations is set forth. What complaints do you suppose engineers most often hear about motor cars? Here are the important ones: lack of power, poor pick-up or acceleration, knocking, overheating, low gasoline mileage, irregular or jerky running, noisy engine.

The entire advertisement is the result of an investigation. It has a vigorous fundamental idea and every part of the display contributes to that idea.

O'Sullivan Heels are exploited in a double spread with the same telling, straight-for-the-mark directness. It is hawing to a line. We are stopped by the impending tragedy in a man's face. The illustration shows us a very worried and distract young man at a desk. Office boy, stenographer,

callers, are eying him. He is obviously dog tired. Something will break before long. Nervous prostration is in the very air.

"Are you too tired to be efficient?" is the pertinent question that follows the picture.

The copy talks about wasted energy and these amazing facts are listed: "On the average, three million workers in the United States are ill on any given day. The average American can expect to be sick-a-bed more than a week out of every year. The wage loss from illness is at least \$800,000,000 annually."

As a rule, when an advertisement touches upon some live issue, some current human problem, the response is instantaneous, earnest, attentive to a degree. But to say just what element in an advertisement produces this result is rather difficult. It appears to be, as we have said, the perfect functioning of all the ingredients.

The current advertising campaign for the Hartford Fire Insurance Company is a brilliant instance of ideas that are as vital as their illustrations. When the clever suggestion is put forward that "Fire is the Jekyll and Hyde of Nature" there is proof of more than surface study of the possibilities of the campaign. For fire is just this, although we may never have looked at it from this angle. Yes, fire has a dual personality. It cooks, warms and illuminates. It turns the wheels of industry and is thus beneficent. But fire changes from good to evil in an instant. Without warning, it becomes a destroyer of property, of human life.

This campaign has been notable, because of its extraordinarily fine use of two colors. Fire is the red plate. And what a striking contrast it is to show a demon in carmine, with an uplifted torch, towering above a worker at an anvil.

Conditions just now make the idea all-important. The day of the fanciful, pretty illustration has passed—for a while at least. Who knows, perhaps there never was a good reason for it to exist.



# The Evening Star.

MONDAY MORNING EDITION  
WASHINGTON, D. C.

## Is the National Newspaper of the Nation's Capital

If you want to get in close touch with those who are engaged in keeping the wheels of government turning — use The Star.

In fact you cannot cover Washington (D. C.) without it—and you will cover it **completely** with The Star alone.

An intimate survey of this market as applied to your product will be cheerfully compiled by application to our Statistical Department.

*Write us direct or through our*

New York Office  
Dan A. Carroll  
150 Nassau Street

Chicago Office  
J. E. Lutz  
First Nat. Bank Building

# THE JEWISH

PARADOXICAL as it may appear, the Jewish market is the one sales territory into which the advertiser may enter with his eyes entirely open.

Taking a "flier in the Jewish papers" has long been a thing of the past.

To-day, each of the four great Jewish daily newspapers published in New York is prepared to lay before the advertiser or his advertising agency complete and definite facts about this market, all the trade conditions to be met with, how and whom to sell.

# JEWISH MARKET

IN addition there is the service of interpreting your advertising message to the Jewish buying public, the dealer and consumer—this is invaluable to the new as well as the old advertiser.

For sound and impartial advice on securing dealer co-operation and consumer prestige in the Jewish market, consult the Big Four of Jewish Journalism in America.

*Jewish Daily Forward*

*Jewish Daily News*

*The Day-Warheit*

*Jewish Morning Journal*

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*"I think the booklets  
are very nice"*

So writes a customer for whom we have just printed a half-million edition of a little advertising booklet in five colors.

They even underscored the "very," so they must have meant it a lot.

If you don't feel that same sense of thorough satisfaction when you look over your advance copies,

—or, if you have a conviction that your printing ought to be treated from a fresh point of view,

—or, if you want to inject a few new ideas into your direct advertising—

Well, here are the address and telephone number. Now it's *up to you!*

**Charles Francis Press**  
461 EIGHTH AVENUE, NEW YORK  
*Telephone Longacre 2320*

## Don't Let Your Salesmen Take Overly Large Orders

Selling the Dealer on His Advantages in More Frequent Turnover Is Pyrex Plan and It Works

HERE is one of the ways by which the difficulty of selling to-day is being overcome. It is the selling plan of the Corning Glass Works in handling Pyrex, and is proving very successful, Will T. Hedges, Pyrex sales manager, says.

Pyrex salesmen do not seek large orders, but sell the dealer on the advantages to him of more frequent turnover. They are instructed to do this in a manner that will make the dealer see that it is done, not because little buying is likely at this time, but because it is the best method at all times.

A two-month supply is the limit of the line that the Pyrex salesmen are permitted to write. The size of the order depends on the dealer's average sales in that period. In this way it is found easy to sell the man whose habit is to stock up once or twice a year.

Dealers readily see how much less capital they get tied up by this method. They also grasp at once the benefit to them in additional profit through less overhead as a result of having six turnovers a year instead of one or two which has been their practice.

"By urging Pyrex dealers to carry smaller stocks, we find we have interested them in ourselves as well as in our line," says Mr. Hedges. "They regard us as their friends and not merely as manufacturers with whom they do business occasionally.

"The result of this good feeling toward us is that we find Pyrex pushed prominently to the front. We also get our dealer helps shown without our having to press for that.

"Consequently this selling plan works well at both ends. It makes the dealer more enthusiastic, and the increase of sales in his store as the natural result of his own efforts keeps him enthusiastic."

But building up Pyrex selling enthusiasm begins right back in the factory. Every man in the plant has been made to see that the real object of a factory is selling.

From draftsman and mechanic down to packer and shipper, and even the hands that sweep the floors, every man has been shown that, whatever his part in the work may be, it has a direct bearing on selling some way or another.

That, the sales manager finds, helps to make selling easier. It produces greater care throughout all the operations of manufacturing, packing and shipping—and so cuts down to a minimum the possibility of causes of complaints.

For keeping himself closely informed as to conditions in the country, Mr. Hedges gets all his salesmen to send him written reports not merely as to the attitude of the dealers themselves, but people generally, from bankers to farm laborers. He wants to know not only what the dealer says but how the dealer says it.

But he does not leave his salesmen beating about wildly in the air as to the sort of information desired. He tells them exactly the sort of things he wishes to be told about and interests the salesmen in this side of their work by explaining to them why he wants to know the things he asks them to tell him.

This makes Pyrex salesmen realize their importance to their firm. They feel that they really are, as Mr. Hedges call them, his board of directors, and that the manufacturing end of the business is in their hands just as the selling end is in the hands of the workmen.

*The Leather Worker* is a new class journal published in Montreal. It is published by E. J. Holliday, who is also publisher of the *Canadian Milling and Grain Journal*.

# Dealer Copy That Bristles with Sales Ideas

Helping the Dealer to Sell Now Big Problem with Many Manufacturers—  
Business-Paper Campaign of The Lowe Brothers Company

By Roland Cole

**P**UTTING the big punch in a dealer's campaign is a matter of tremendous concern right now with manufacturers everywhere.

The sales manager of a nationally-known organization recently called his road men in for a conference. In practically every territory sales had fallen off during the last few months of 1920. Letters from the men had been increasingly pessimistic on the business outlook, which the men attributed to the fact that consumers generally had stopped buying, and because of this dealers refused to stock up with new goods. When the salesmen gathered for the conference in response to the sales manager's invitation, pessimism seemed to have taken complete possession of them all. Coming directly to the point the sales manager said:

"The thing for us to do is to accept the present situation at its face value. Let us forget the reasons why the dealer has stopped buying and consider just one thing: How can we help the dealer *to sell?* If we can succeed in doing that, everything else will straighten itself out—the consumer will begin to buy of the dealer and the dealer will begin to buy of us.

"For three years we have been tolerating our dealers. There was nothing else to do. When you cannot fill a man's order, elaborate and detailed explanations, continuously repeated, irritate and disgust him. We then laid aside our selling function, allowed ourselves to become irritated in turn with our production department and sources of supply and avoided contact with our trade. As a result our relationship with them has greatly changed. In order, therefore, to re-establish ourselves with them we must begin all over

again as though we were just starting out in business."

At the end of a week's conference the sales force started out, not as salesmen to sell goods, but as sales advisers to help the dealer sell. Each man went to the dealers in his territory with the following story:

"Try to forget for the time being that I have anything to sell you. I have come here for a few days to help you analyze the present situation as it affects your business and to suggest, if I can, how to find the customer who has ceased buying and bring him back. Whatever goods you have on hand of our make, I will help you dispose of, but it is not my purpose to limit my advice to the selling of our own product. While that is the thing we are primarily interested in, we realize it is only a very small part of your troubles, and if we can help you solve the big problem, our end of it will automatically take care of itself."

## WORKS FOR A BETTER DEALER UNDERSTANDING

The one big thing that this new attitude toward the dealer accomplished right from the start, was to work for a restoration of the dealer's confidence toward the manufacturer. This was far more important than anything else. Whether the salesman was able to improve the dealer's situation in a tangible way as the result of his first call was a secondary consideration. The estrangement of the dealer and the manufacturer was the first gap to be bridged in the estimation of the sales manager referred to. His selling instinct told him with conviction that confidence was the very first element that would have to be injected into the situation. Without it, the re-establishment



LEON B. FARLEY

Mr. Leon B. Farley is a brother of the late Carl Farley, who was formerly with McCall's, and who was for many years one of the most popular members of the Advertising Fraternity of New England.

Leon graduated from Dartmouth and then went West, where he was in business until the war broke out. He then enlisted and did his duty in France for over two years.

He is now associated with us (in our Boston Office) and I hope to have him there for a long time to come.

*Sam Block*

## San Antonio Light

The LIGHT is the big popular afternoon newspaper of San Antonio.

The LIGHT has the confidence of the people of San Antonio because it has always stood for the betterment of the city. The people of San Antonio hold the LIGHT directly responsible for the splendid system of roads and boulevards, public parks, public golf links, etc., which have transformed San Antonio into one of the most beautiful and popular cities in the southwest.

Needless to say, the LIGHT carries more local advertising from San Antonio merchants than any other San Antonio newspaper.

In San Antonio, it's the LIGHT.



eting  
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p the

## For Covering Canada *Here is Circulation Plus—*

### Plus Prestige, Plus Buying Power

In each community throughout Canada, from the smallest village upward, there is a certain dominating business and social element composed of the families of merchants, manufacturers, bankers, professional men, and executives generally, whose purchasing power is above the average and whose example in their respective communities carries a great deal of weight and influence. These are the type of people who subscribe to and read MACLEAN'S MAGAZINE—its appeal is to them.

Today, more especially than ever in recent years, these are the people who represent the market that is worth going after—the market of greatest buying-power and largest potential sales.

### For Covering Canada

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

offers effective, profitable advertising at economical cost.

It is the first publication to use, and the broad base upon which to build a successful campaign in this country. Some of the most experienced advertisers concentrate their entire Canadian effort in this one medium.

*Rates, A. B. C. Circulation Data  
and Sample Copies on Request*

THE MACLEAN PUBLISHING COMPANY, LIMITED  
183 University Ave., Toronto, Ont.

## *3,000 Miles of Business Possibilities*

**R**IIGHT at your side door, separated from you only by a friendly line, is a young and growing nation of virile people, who have more money to their credit *per capita* than any other nation.

Do you know that today Canada is buying nearly \$3,000,000 worth of goods each working day from the United States? Do you not think it would be worth your while to secure a share of the \$881,000,000 that Canada paid U. S. Manufacturers during the last twelve months?

Every manufacturer who is making a success of his business in the United States *can duplicate* his success in Canada. He can do it efficiently and without delay by advertising in the daily newspapers of Canada.

Canada is pre-eminently a Country of Newspapers. Artisans, laborers, house-wives, brokers, bankers—everybody in Canada

reads one or perhaps two Newspapers a day. Hence, the Daily Newspapers are the backbone of Canadian advertising.

The sixteen cities listed below have a combined population of 2,216,088 people. Each of these cities publishes one or more Daily Newspapers. Each of these Newspapers is a leader of thought and influence in its district.

Write direct to these Newspapers or ask your Advertised Agency for data concerning them.

## The Daily Newspapers of Canada

| Place                      | Popu-<br>lation | Paper                                      | Place               | Popu-<br>lation | Paper                            |
|----------------------------|-----------------|--------------------------------------------|---------------------|-----------------|----------------------------------|
| Charlottetown,<br>P. E. I. | 12,000          | M. & E. Guardian<br>& Examiner             | St. Thomas, Ont.    | 20,000          | E. Times-Journal                 |
| St. John, N. B.            | 64,305          | M. & E. Telegraph<br>& Times               | Toronto, Ont.       | 512,812         | M. Mail &<br>Empire              |
| Montreal, Que.             | 801,310         | M. Gazette<br>E. La Patrie<br>E. La Presse | Winnipeg,<br>Man.   | 192,571         | M. & E. Free Press<br>E. Tribune |
| Quebec, Que.               | 116,850         | E. Soleil<br>E. Telegraph                  | Regina, Sask.       | 40,000          | M. Leader<br>E. Post             |
| Sherbrooke, Que.           | 23,493          | E. Record                                  | Calgary, Alta.      | 75,000          | E. Herald                        |
| Kingston, Ont.             | 23,700          | E. British Whig                            | Edmonton, Alta.     | 65,000          | E. Journal                       |
| London, Ont.               | 59,281          | M. & E. Advertiser<br>M. & E. Free Press   | Vancouver,<br>B. C. | 135,000         | M. Sun (Daily &<br>Sunday)       |
| St. Catharines,<br>Ont.    | 19,860          | E. Standard                                | Victoria, B. C.     | 55,000          | E. World<br>M. Colonist          |

*Spend 10% of your U. S. advertising appropriation in Canada and plan to commence at once!*

# Montreal

## The Motor Show City of Canada

January 22-29—Montreal Motor Show

January 22—Montreal Star's Motor Show Number

The Montreal Star maintains its lead among all Canadian newspapers in Automobile Advertising. Records show that The Montreal Daily Star carried *twenty per cent* more automobile advertising than any other Montreal newspaper in 1920.

Advertisers who have studied the Montreal market know that the *entire* English-speaking population, as well as a large portion of the better class French homes, can be covered completely and economically by The Montreal Daily Star.

Where only one paper is to be used in Montreal, it is the Star—a fact always to be remembered in view of the importance of careful space buying.

*Circulation exceeding 100,000 (A. B. C. Audit)*

## The Montreal Daily Star

*Canada's Greatest Newspaper*

Established 1870  
Montreal, Canada

New York Representative  
DAN A. CARROLL  
150 Nassau Street

Chicago Representative  
J. E. LUTZ  
First National Bank Bldg.

paint manufacturer of Dayton, Ohio, was wise enough to foresee the present situation many months ago and inaugurated a campaign of dealer advertising in business publications which is just now bearing excellent fruit. This company, through its advertising, is reaching not only one dealer at a time, but many, and not only reaching them once, but every few weeks. As necessary as personal work by salesmen is, it is slow and expensive compared with business-journal advertising, which reaches a hundred or a thousand dealers for the same cost that reaches one. It has the further advantages of iteration and longer effect. The printed word, supplemented as it can be with illustration, is a permanent record that remains after the spoken word is forgotten.

Several months ago the company felt that its business-paper advertising lacked character and force. Conditions among the trade began to show signs of an approaching change from the boomtown spirit that had prevailed since the close of the war to a steadier level and a more restrained attitude about spending money for paint. It was no more than a scent carried down the wind, but it aroused the apprehension that the dealer would need to have his arms supported and right then would be the time to do it.

John G. Graham, advertising manager of the company, turned the matter over in his mind, talked with his associates, and plans were laid to visit a number of the dealers in widely scattered sections of the country, for the purpose of gathering sales ideas, feeling the pulse of the trade and catching up generally with their thought.

As a result of these investigations, a new advertising policy was born. It was decided to invest the business-paper advertising of the company with an altogether new spirit—somehow or other to get the dealer himself into the copy—to make the advertisements breathe the spirit of the store, and to fill the space with

real selling ideas for the dealer. To do this effectively, it was recognized that none of the stereotyped methods of the past would fit the situation, but that something altogether different would have to be devised. The old expedient of inventing a trade character was taken as the germ of the idea, with this difference, that the character would be a real personality and not a fictitious one, who in course of time could be actually introduced to the trade and allowed to speak for himself. At the beginning this man would be simply a name.

#### WHAT A TEXAS DEALER PROVIDED

For example, down in Texas the company discovered a dealer who said he had found a new way to sell lumber—a less lumbbersome way to sell lumber, he called it. He also sold paint, but that did not appear at first glance. This man had built up a large business after a peculiar sales plan of his own. Whenever anybody asked him what he sold, he would say he *sold answers*, by which he meant advice. He interested himself in his community. He made a hobby of knowing about the building laws, insurance restrictions, architect's fees, cost of concrete, carpentry, and so on. If he heard of a man who had bought an automobile, he found out if the man had a garage. If he had not, he asked him why he did not build one, told him about what it would cost for this style or that style; how it would have to be built in order to comply with the law; where to get the plans; and even helped him figure out a good location for it on his lot; and how to put in a driveway, and what that would cost. If the man wanted to know something this dealer did not know, he stalled until he found out and then told him.

At the end of the transaction all he had sold was the lumber and paint. But when his customer wanted to build an addition on his house, or a new stoop for the back porch, or a new chicken house, there was just one man he

went to see about it and this was the dealer. He had only one sales policy and that was "find out who needs lumber, give 'em some ideas on how to use it, and sell 'em the lumber. The more lumber I sell, the more paint I sell to go with it."

What a subject for an advertisement! But the dealer objected to the use of his name or the name of his town. He had no objection to having his method described in an advertisement, however, or even to reproducing a picture of his place of business.

Down in Virginia was a dealer who had been successful in selling varnish. He was visited for the purpose of finding out how he did it, as his gallonage was considerably in excess of what one would expect for the size of the town. He ran a general store and a lumber yard. When asked for an explanation of how he sold so much varnish he replied that he did not sell varnish, his floors sold it. He also sold flooring, he said, but not as *flooring*. At this moment one of his customers came in to buy some varnish, and the manufacturer's representatives were treated to a practical demonstration of the dealer's sales methods.

The customer said: "I came in to get the varnish for my floor. Let me see how it looks on the floor."

The dealer walked over to a rack and took down a sample of flooring in the shape of a flat piece of wood about fourteen inches square. It was really a small section of flooring, cleated together exactly as the floor would look when laid. It had been previously varnished with one of the company's brands of floor varnish. This he showed to the customer with a sample can of the varnish, and the man walked out with two one-gallon cans of it.

He sold varnish, the dealer said, by selling floors. He had a line of samples made up representing all the different kinds of material used for floors and finished them up with the three different brands of floor varnish put out by the company. All these samples, of which he had a dozen or more, of

uniform size, he puts into his automobile and goes about town calling on prospects for new floors. He does not talk flooring or varnish, but *floors*. He sells a complete floor for a definite amount of money, which includes the flooring, laying it and finishing. In two weeks he had sold 30,000 feet of floors by that method.

Suppose every Lowe dealer in the country could be told about that method. Would not many of them try it?

Another small-town dealer hit on the happy idea of looking for front doors that needed refinishing. Whenever he passed a residence where the front door seemed to have weathered too many winters and to have lost its natural bloom, he approached the owner with a proposition to have it repainted, and submitted samples and prices. Such a job was rarely prohibitive when it came to price and many orders were secured. After the door was finished it almost invariably made itself so conspicuous that the porch appeared dirty and dingy by comparison. In many cases the dealer did not have to suggest that the porch better be painted also; the owner beat him to it. After the porch was done over, the house itself looked bad, so that one thing just naturally led to another. In fact, the scheme worked while the dealer slept. All over town he had people telling him they were ready for the next move.

Then he applied the same idea to interior work. After the front door, the vestibule. After the vestibule, the reception hall. The living-room, dining-room, kitchen, followed. The reception hall made the stairway look bad. After the stairway came the landing. There was no such thing as stopping until the whole house was repainted, outside and in.

#### A LOCAL TEST FOR PAINT OF NATIONAL IMPORTANCE

In a cross-roads store in Kentucky the company found a dealer who had marked out a space on a bare unpainted side of his store,

# Plain Dealer's →Supremacy← in advertising

During the year just closed The Plain Dealer's indisputable position of supremacy in volume of advertising has not only been *sustained* but it has been substantially *increased* and *strengthened* by the publication in 1920 of

## Over 22 Million Lines of Paid Advertising

(an Increase over 1919 of 2,912,854 Lines, the largest increase made by any Cleveland newspaper)

This eclipses all former records of The Plain Dealer and consequently is by far the largest volume ever carried by any Cleveland newspaper.

**3,846,766** more lines than appeared during 1920 in the Press.

**4,925,620** more lines than appeared during 1920 in the News and News-Leader.

The surest gauge of the buying power of an advertising medium is the *volume* of advertising it carries month after month and year after year.

The leadership which The Plain Dealer has so long maintained in advertising is a safe guide to the maximum results in Cleveland and Northern Ohio.

Three Million Prosperous Consumers represent the population of The Plain Dealer's market—a most densely populated, one of the most important industrial, commercial and agricultural centers in the United States.

The Plain Dealer—Cleveland's only morning newspaper—is the dominant medium of this field. It delivers the full buying power of this great market at one cost.

Advertising through The Plain Dealer reaches practically all worth-while homes of Cleveland and Northern Ohio—in the morning—the best time to influence buyers and their dollars.

Every Week—Every Month—Every Year—The Plain Dealer publishes more advertising than any other paper in Ohio. This is proof that all advertisers—local, national and classified—who have used or are now using The Plain Dealer, know positively that this great home paper brings direct results and—Builds for Permanency.

about six by nine feet in size, which he painted with a border of black paint six inches wide. The space within he covered with three coats of standard white paint. A year later, to a day, he brought his black paint out again and lettered the following on the white background:

"This square was painted one year ago with three coats of Lowe's paint. Ain't going to repaint it again for ten years. Keep your eye on it."

Exactly one year later he came out, painted out the figure "1" and painted in the figure "2." The next year he changed it to "3," until at the time the company's representatives called it read "9." Needless to say, this sign proved to be of high advertising value. Everybody in the neighborhood watched it with steady interest and turned out once a year to watch him change the figure. Passing autoists had to read it on account of its prominent position and carried off a decidedly favorable impression of the wearing qualities of Lowe's paint.

Scores of instances of the kind described were collected. How to work them into a series of advertisements was the problem. The ordinary method of putting them into the form of "dealer talks" did not seem to be a distinctive enough way. That plan had been pretty well worked by manufacturers in other lines. Dealers have become too familiar with "dealer talks" and are inclined to look upon the suggestions as "made up" by the advertiser. A brand new dress was needed. The selling ideas must be made to sound "real." Making each one of the dealers speak in the first person had many disadvantages, the most serious one of which was that the dealers using the best schemes objected to the use of their names.

It was at length decided to invent a trade character and call him "Hintful Hank." No effort was made in the beginning to explain who "Hintful Hank" was or that he was a real person. It seemed far better to let him estab-

lish himself and win his own spurs. What the dealer would be interested in would be the idea. If they were well received, "Hintful Hank" could be explained and introduced any time.

So "Hintful Hank" went to work without prologue or preamble. A signature was devised for him, to be placed at the top of each advertisement just under the caption. The copy following purported to be by Hank himself written in the sort of dialect the dealers would understand. Here is a sample:

"How far is Brown & Billings' store?" says I to a policeman, last Wednesday, just after getting off the limited trolley from Indianapolis. "You mean the real paint store? 'Tain't far 'tall,' says he. 'Just go up to the end of this street, and it's only 300 steps to the doorsill.'

"Walking along, I wondered how he knew it was exactly 300 steps. Just for curiosity's sake I asked a passerby the same question. 'Brown & Billings—oh, yes, the real paint store; why it's only 300 feet from the end of this street.'

"I counted the steps and both of them were right. But why had they counted the steps? Why had both of them happened to call it 'a real paint store?' Right before me on the door was the answer. There it was, in letters of gold and black, 'The Real Paint Store.'

"Cummins, the man I wanted to see, was busy, so I sat down and watched folks come in and buy paint. And they certainly did come in. In coming in, they came off the main street and right by another paint store having two big display windows. Wonder how he gets them to do it? thought I. There then was the answer to the 300 steps. And so it was that this attractive little store was doing the best paint business in the town. Doing it with less than half the rent. Doing it by continuous advertising in the papers that it was only 300 steps off the main street.

"And once people came there, he kept them coming by giving a highly interested personal at-

To MANUFACTURERS and  
to their ADVERTISING AGENTS

**\$22,920**

Buys

12 full pages in ATLANTIC MONTHLY  
12 " " " CENTURY MAGAZINE  
12 " " " HARPER'S MAGAZINE  
12 " " " REVIEW OF REVIEWS  
12 " " " SCRIBNER'S MAGAZINE  
12 " " " WORLD'S WORK

72 full pages—a complete and comprehensive  
FULL YEAR CAMPAIGN to reach  
THREE QUARTERS OF A MILLION  
of The

**QUALITY GROUP  
HOMES**

NOW AS ALWAYS THE MOST  
ECONOMICAL AND EFFICIENT ADVERTISING  
MEDIUM IN AMERICA—BAR NONE

**\$22,920<sup>00</sup>**

72 PAGES

**750,000 HOMES**

EXECUTIVE OFFICES NEW YORK 347 FIFTH AVENUE



# Automotive Advertising *in* Minneapolis

For eight years now, the Minneapolis dealers in automotive products have preferred to use The Journal. Their expressed preference for Journal space has averaged 22% more advertising for that period than they have placed in any other newspaper.

This preference has averaged more than 53,000 lines per year. This recognition of Journal dominance is more significant when

you consider that last year's auto show edition of **The Minneapolis Sunday Journal** carried 111% more automotive advertising than **The New York Times'** edition, and 16% more than **The Chicago Tribune's**.

It led the second Minneapolis paper by 29,708 lines, or more than 26%.

### Yearly Total Local Lineage

|       | Journal | Tribune | Preference<br>for Journal |
|-------|---------|---------|---------------------------|
| 1913  | 234,321 | 145,492 | 61 %                      |
| 1914  | 268,347 | 208,102 | 28.9%                     |
| 1915  | 231,600 | 204,028 | 13.5%                     |
| 1916  | 252,486 | 239,056 | 5.6%                      |
| 1917  | 299,677 | 233,285 | 28.4%                     |
| 1918  | 202,805 | 198,563 | 2.1%                      |
| 1919  | 378,580 | 314,471 | 20.3%                     |
| 1920* | 466,973 | 366,464 | 28 %                      |

\*11 Months

# THE MINNEAPOLIS JOURNAL

*Represented in New York and Chicago by O'Mara & Ormsbee*

tention service, just such as you like when you buy anything, anywhere. So that then is what I mean by putting an *off* store on the *on* street."

A distinctive border was designed to tie the series together and each advertisement contained a line or half-tone illustration, picturing the idea suggested by the title. At the bottom, just over the signature, ran the following in italics:

"Look for my next Hint in the February issue—Did Half—Left the Other Half Undid."

"Furthermore, if you would like to see one of us, one of us will gladly come and see you."

In order to understand how this whole idea was carried out the advertisement reproduced with this article will make it clear. The big thing in each advertisement was the selling idea presented, not "Hintful Hank," or the dealer, or a clever illustration. The company realized that no matter how ingeniously it might present its ideas to the dealers, the ideas themselves would have to be real, meritorious, practical, result-bringing—good enough to make dealers watch for them and willing to use them.

Every advertisement concentrated itself upon the idea. One was entitled, "Making bring-backs prevent come-backs." It told how a dealer in Tulsa, Oklahoma, sold his customers a gallon and a half more paint than they needed in order to make them feel that the paint went further than they expected and to be in a position to hand some money back to the customer after the job was finished by buying back the paint he did not use. Another was entitled, "Making the sit-downs make your paint sales sit up." The illustration showed a man and wife seated in a paint store apparently waiting to be waited on. The settee upon which they sat directly faced an attractive display of paint and display signs. Everything was within easy reading distance. Many good signs were suggested, like "Let us show you how to figure the cost of paint

with a brush instead of a pencil."

Another advertisement read, "About a Business Building Sign used by a Missouri dealer." This told about a dealer in McKee's Corners, Missouri, who had a big sign across the rear end of his store reading "Paint Necessaries," which he explained meant "Paint Necessary Accessories"; and worked by provoking comment on the apparent misspelling of a word. The sign, said the dealer, sold more paint things that were not paint than a barrel full of Smart Alec ads—that it was the accessories of the paint business that it paid best to sell and that these just naturally increased the sales of paint.

This "Hintful Hank" series proved so successful that the company decided to bring Hank out into the light of day in the 1921 series. The first advertisement, therefore, contains a full-length photograph of Hank himself. The caption and copy reads:

"HERE'S HANK HIMSELF

"Back again with a Handful of Hints for 1921.

"Here's Hank—Hank the Hintful. All last year we tried to get him to let us publish his honest-to-gosh photo, but Hank was always gun-shy.

"Finally, Mr. Lowe threatened that if he didn't let us have a photo, he'd debar his smoking around the office that twenty-five-year-old pipe. After which Hank went on his vacation and sent back a wad of photos with a letter. A regular Hank letter. It's so chock full of Hankisms that I'm going to hand it over to you fellows to read."

The letter follows, in regular Hank style, promising many more hints for 1921.

The situation to-day rests on the dealer with greater weight than ever. He needs every possible help the manufacturer can give him. Close observers of the times assert and reassert that the consumer will buy if properly encouraged. The manufacturer must get back of the dealer's counter and stay there until further notice.



**WE** get the work out on time. We also get it out right. And this combination of quality service and quality work has made the Partridge & Anderson Company very popular among people requiring stereos, mats, and fine electros. In consequence we are always busy—yet never too busy to give real P.&A. Service to all of our clients. If out of town write.

### **Partridge & Anderson Company**

*Stereotypes • Mats • Electrotypes*

712 Federal St., Chicago



## Getting the Cash Value Out of Sentiment

ADVERTISING agents, in developing an advertising campaign, usually have as factors to work with, a product, a name, a label and at least partial distribution.

We had none of these in BlueBird—not even the nature of the product was determined when we were called in.

We were absolutely unfettered. The product, the name and the advertising were developed without the limitations of precedent.

Each was built around the idea of happiness and beauty. As a result, BlueBird instantly won the preference of womankind, and proved the cash value of sentiment.

The short interruption in the BlueBird career, due to the inability of the business to grow as rapidly as the demand created by the advertising, is but proof that goodwill built up by advertising can successfully carry a business through troubled waters.

BlueBird is the fifth product we have built up from the beginning. All are big successes and have given us experience that is very valuable in handling our other accounts.

*We would be glad to explain our service  
to manufacturers whose products are  
not competitive with those listed below.*

# Gardner Advertising

Advertising Agents for



Appleton Farm Implements  
BlueBird Clothes Washer  
Certain-teed Roofing & Paints  
Fownes Gloves

Frisco Railroad  
H & K Coffee  
Inland Piston Rings  
Iron-Clad Hosiery

Keen Kutter Tools and Cutlers  
Majestic Ranges  
M K & T Railroad  
Neet

*Saving in  
Still Another Way*

To everyone except a Blue Bird owner, it is incomprehensible why Blue Bird can do all the shorts and heavy flat work, as well as the regular weekly washing, in a few easy wash-hours. But the delighted owner will prove to you that this is not surprising. For you, besides, that in money, Blue Bird saves even more than the amount of time it saves in laundry hours.

For she has discovered that bed-linen, table-linen, articles of evening apparel, everything in fact, lasts many times longer when washed in the oscillating copper tub of Blue Bird.

When you have seen this tub, smooth as a washboard inside, you will realize why both fine lace collar pieces and heavy wool shirts are washed in it with such safety. When you have examined the right front of the swinging steel wringer, and the simple mechanism, you will understand why Blue Bird proves to be satisfactory and lasting.

But to really appreciate Blue Bird and its many superstitions, you must see it at work. Ask your dealer to demonstrate it to you, and write to us for the beautiful Blue Bird Book.

Blue Bird Design  
THE DAVIS SEWING MACHINE COMPANY  
Dayton, Ohio

**Blue Bird**  
ELECTRIC CLOTHES WASHER

ing Company Saint Louis

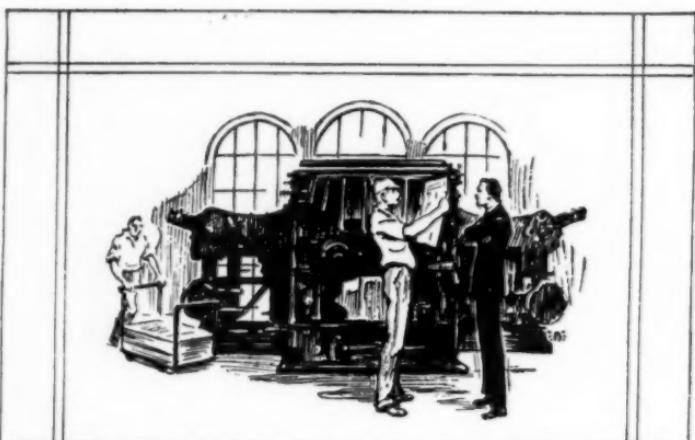
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anges  
Railroad

Purina Feeds  
Ralston Wheat Food  
Rothschild Hats  
Tom Sawyer Washwear

Twiplex Stropper  
Valier's Enterprise & Dainty Flours  
Wagner Starters and Motors  
Wizard Lightfoot Arch Builders



Jan. 6, 1921



*Can QUALITY PRINTING be  
Low-Priced*

Decidedly yes! Provided—

- that it is handled by an organization that, thru long experience, knows the short-cuts that can be taken advantage of safely
- that the equipment is such that the job can be completed with least expenditure of time and effort
- that the organization is operating under a minimum office and selling overhead
- that it is backed up by men who have "grown up" with the organization, and have "organization spirit."

We are proud of the fact that these factors are the very foundation of our organization. Quality, speed and economy are every-day matters with us.

**ISAAC GOLDMANN COMPANY**

Printers since 1876  
80 Lafayette Street  
New York City

Telephone  
Franklin-4520

# Life Insurance Copy Paves Way for Salesmen

Asks Personal Questions That Might Be Resented if Asked Orally

**C**O-ORDINATING the advertising with the work of the salesmen is so necessary and so advantageous, that it would not seem to admit of discussion. Likewise, visiting the dentist twice a year, taking an occasional medical examination, providing one's self with insurance for sickness and accident, eating in moderation and getting regular open air exercise are all things which seem so necessary, so beneficial and so simple that their desirability would not admit of discussion. Yet how often are they neglected! It is the same with the teamwork of advertising and salesmanship.

One advertising agency reported a case of an advertiser that had arranged an advertising campaign at the urgent request of his salesmen. It was prepared to supplement their work and its success depended largely upon the salesmen being able to follow it up closely. Yet because the office happened to be particularly busy at that time, the agency was unable to get advanced proofs mailed regularly to the salesmen, and finally undertook the work itself, sending to the advertiser daily for the itinerary.

Life insurance advertising has been criticised as being particularly remiss in this regard. "The reliability of the company is never questioned, and yet the whole of the firm's advertising is centered on that one point," was a remark made by an agent of one of the "old line" companies. But that criticism is not applicable to all of life insurance advertising, as shown by the Imperial Life Assurance Company of Canada, which is making a serious attempt to co-ordinate its personal and printed selling efforts.

It first launched an advertising campaign seven years ago. At first the space used was conservative, but with the suddenly ex-

panded space of two years ago, quarter pages were adopted for all display. The nature of the copy used is indicated by some of the headlines:

"Who'll pay your inheritance taxes?"

"If he died, the business would die."

"Would it embarrass you financially if your partner died tomorrow?"

"Be your own executor."

These were addressed to men whose resources were supposed to be such that their families would be provided for in case of death without insurance. Two typical introductions to advertisements of the series were: "The late F. W. Woolworth, of five- and ten-cent store fame, left an estate of fifty million dollars. But his widow was obliged to sell her home in New York to pay inheritance taxes." Another display showing an empty office chair states: "The chair is empty, the man is gone—and with him has gone the vitality, the prestige, the spirit he gave the business. His passing means immediate—it may mean irreparable—financial loss to the concern whose destinies he controlled."

## BIG APPEAL WAS TO THE AVERAGE MAN

The greater number of the advertisements, however, were addressed to the men of limited incomes, whose insurance often is their only investment, and for that reason is a matter of much importance to them. Saving and protection were the chief appeals as indicated by such headings as, "Will your widow dress as well as your wife does?"; "Wives sometimes object to life insurance, but widows never do"; "Sixty-five and 'stony broke'"; and "Who'll pay that mortgage?"

Another series began by giving some one of the many excuses which were offered the agents

every day for not taking out a policy, and then an answer that left nothing to be said. Many of these were so personal and the answer was so pungent that if said to a man directly might give offense, but, as advertisements, were free from that danger, and lost none of their force by being printed.

A few examples are: "I'll take the chance of my death," you say. You don't take it, you compel your wife and little ones to take it. 'I can't afford life insurance,' is your reason? That is the very reason you can't afford to do without it. No, don't wait to talk the matter over with your wife. Wives may object to life insurance, but widows never do. 'You have no one to depend upon you?' Before many years you will have an old man dependent upon you; that will be yourself. 'It's all I can do to care for my family without further obligations,' you say. If it is hard for you to provide for them, how much harder will it be for them to provide for themselves without you?"

A collection of 101 of these were made, printed in two colors and bound with embossed cover for the use of salesmen. The book was so elaborate and so expensively printed and bound that it would not be expected that it should be passed out indiscriminately. The agent may "loan his copy," however, to prospects who might be interested, and that is the way a reading is secured for many of them.

Along with the broad appeal for life insurance, there is a paragraph with each display that is calculated to concentrate the general receptive attitude for life insurance on the Imperial. "A loan not exceeding 94 per cent of its cash surrender value can always be obtained on an Imperial life policy, etc.; under the 'Automatic Non-Forfeiture Provision,' an Imperial policy cannot lapse until its cash value has been exhausted in paying overdue premiums, etc.," are two which give individuality and help to sell the Imperial, in-

stead of the abstract idea, which left the field open to any agent.

These advertisements have lost nothing of their good-will or publicity value from being so constructed that they were a very great sales help at the time they were published. Is there any reason why advertising that is used directly to assist a selling campaign should be less valuable for creating prestige or good-will?

### To Discuss Pan-American Advertising

The Pan-American Advertising Association of the Associated Advertising Clubs of the World is planning a series of winter luncheons.

At a meeting of the board of directors of this association it was decided to give the first of these luncheons during the last week of January.

At each luncheon there will be a speaker who will be a recognized authority on the subject under discussion. He will be asked to act more in the capacity of a leader of a discussion rather than a formal speaker. His remarks will be limited to fifteen minutes and then the luncheon will be thrown open for general discussion by those present and the leader will be prepared to answer questions.

It is planned to have the dominating idea of the first luncheon that which is expressed in the following sentence: "Advertising is the militant arm of foreign trade."

### Happy New Year from One of P. I.'s Godfathers

FRANKLIN P. SHUMWAY COMPANY,  
BOSTON, MASS., December 30, 1920.

*Editor of PRINTERS' INK:*

PRINTERS' INK is surely entitled to the thanks of all of the advertising fraternity for the splendid work it has done for these many years.

It so happens that I had several talks with my old friend, George P. Rowell, before PRINTERS' INK was considered and when he was considering doing something of the kind.

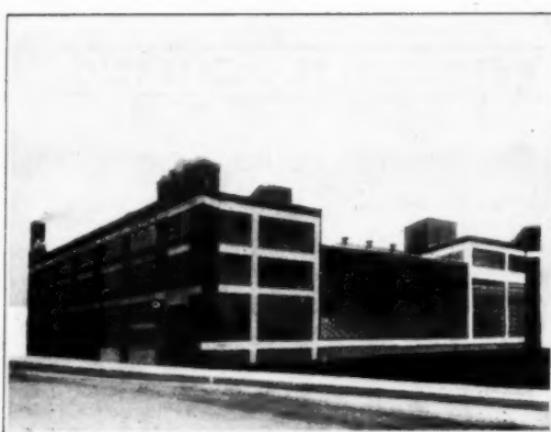
I have read it with increasing interest all these years and am continually recommending advertising men everywhere to subscribe for and carefully read it.

Trusting the New Year will bring you the increased prosperity you so richly deserve, I am

FRANKLIN P. SHUMWAY.

### Advertising Affiliation Meeting at Hamilton, Ont.

A meeting of the directors of the Advertising Affiliation will be held in Hamilton, Ont., on January 10, to discuss plans for the annual convention to be held in that city next spring.



New Plant of The Pittsburgh Plate Glass Co.  
at Holden Avenue and Viaduct on Greenwood

## For the Future

This huge new plant of the Pittsburgh Plate Glass Co. is visible testimony of a splendid faith in Detroit's future. Its construction is not so much an evidence of the desire of this corporation to serve Detroit as it is to-day, but rather a preparation for a city of two million in 1930.

To get a measure of Detroit's potential possibilities is a difficult thing to do, for one will find that to-morrow changes all of the plans of to-day.

But there is one certain method of keeping in touch and in pace not only with Detroit's growth, but with its prosperity and buying strength, and that is through the consistent and persistent use of the columns of The Detroit Free Press. There you are aligned with an heritage of public confidence that extends back for ninety years.

# The Detroit Free Press

*"Advertised By Its Achievements"*

Foreign Representatives:  
**VERREE & CONKLIN**

**NEW YORK**

**CHICAGO**

**DETROIT**

## Besides



the clients of Fuller & Smith are:

The American Multigraph Sales Co.,

*The "Multigraph."*

The Austin Company,

*Standard and Special Factory-Buildings.*

The Beaver Board Companies,

*Beaver Board, Beavertone, Beaver Black Board.*

Burroughs Adding Machine Company,

*Adding, Bookkeeping and Calculating Machines.*

The Cleveland and Buffalo Transit Co.,

*Lake Steamship Lines.*

The Cleveland Provision Company,

*"Wiltshire" Meat Products.*

The Craig Tractor Company,

*Farm Tractors.*

Dunlop Tire and Rubber Corporation of America,

*Tires and Golf Balls.*

Field, Richards & Company,

*Investment Bankers.*

Free Sewing Machine Company,

*Sewing Machines.*

Gainaday Electric Company,

*Retail Stores, for Electric Household Appliances.*

The Glidden Company,

*Paints, Varnishes and "Jap-a-lac" Household Finishes.*

Ivanhoe-Regent Works of General Electric Co.,

*"Ivanhoe" Metal Reflectors and Illuminating Glassware.*

National Lamp Works of General Electric Company,

*National Mazda Lamps.*

R. D. Nuttall Company,

*Tractor Gears.*

The Outlook Company,

*Automobile Accessories.*

Pittsburgh Gage and Supply Company,

*"Gainaday" Electric Washing Machines.*

H. H. Robertson Company,

*"Robertson Process" Metal, Gypsum and Asphalt.*

Hotels Statler Company, Inc.,

*Operating Hotels Statler Buffalo, Cleveland, Detroit and St. Louis, and Hotel Pennsylvania, New York.*

The Timken-Detroit Axle Company,

*Axes for Motor Vehicles.*

University School,

*College Preparatory School.*

The Westcott Motor Car Company,

*Passenger Cars.*

Westinghouse Electric and Manufacturing Co.,

*Electric Apparatus, Appliances and Supplies.*

Willard Storage Battery Company,

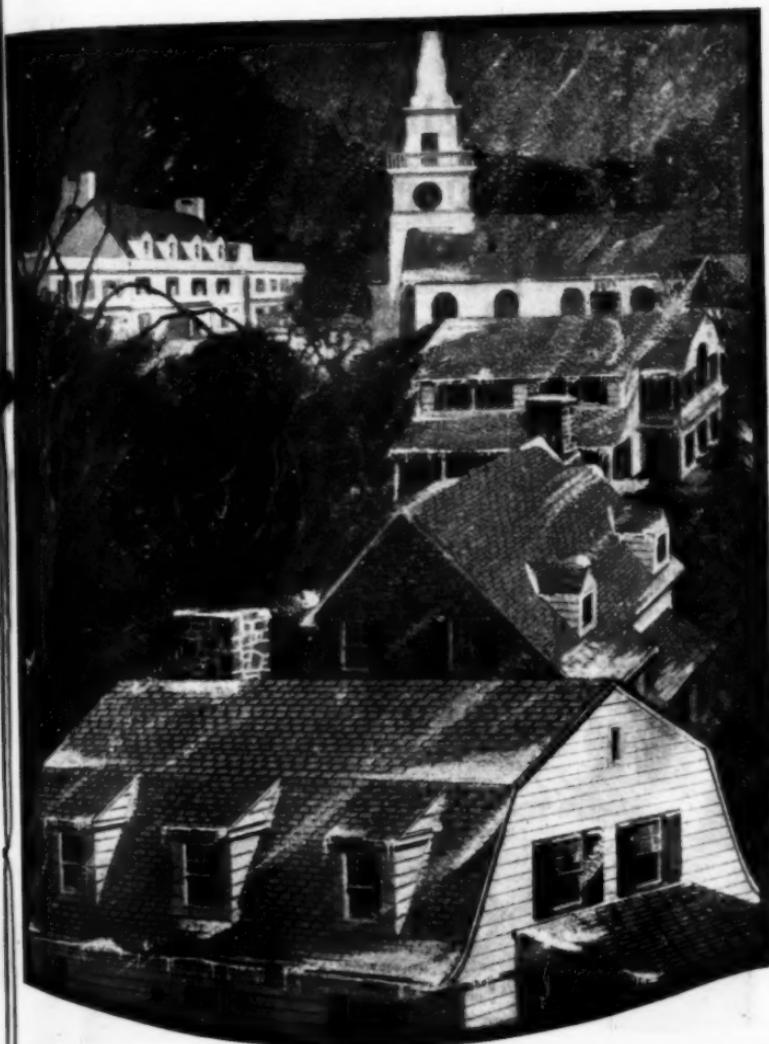
*Storage Batteries.*

**FULLER & SMITH**  
ADVERTISING - CLE

Jan. 6, 1921

PRINTERS' INK

105



SMITH & S.  
-CLEVELAND

# Worthmore Bond and Ledger

INSURE to your business letters the respectful reception essential to interested consideration;—make them worth more by having them written on

## WORTHMORE BOND

Insure to your business records ease of entry and of erasure, good ruling, neatness and legibility, together with a degree of ruggedness essential to permanency regardless of hard usage;—add to their worth by having them kept on

## WORTHMORE LEDGER



## THE WHITAKER PAPER COMPANY

Home Office: CINCINNATI, OHIO

DIVISIONAL HOUSES—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, O., Indianapolis, New York, Pittsburgh.

BRANCH HOUSES—Birmingham, Columbus, Richmond.

SALES OFFICES—Akron, Buffalo, Cleveland, Colorado Springs, Kansas City, Knoxville, Lexington, Louisville, New Haven, Philadelphia, Providence, Salt Lake City, St. Louis, Milwaukee, New Orleans, Washington, D. C., Phoenix, Ariz., Minneapolis, Minn.

# Prodded by Dull Times, Finds Success in New Outlets

Empire Carpet Co. Starts Wholesaling Rugs by Mail-Order and Opens Trade with Small-Town Dealers

By Edward T. Tandy

**N**OT merely in a period like the present, but often in normal times, it happens that a manufacturer or merchant finds his market for some reason or another oversold and so tight as to be practically closed for a while. How to keep the factory or business going becomes a problem.

If handled with skill, this condition can be made to produce good results previously quite unexpected. The outcome can be that dull times become the times when business is expanded as a consequence of being prodded to the discovery of new outlets.

Here is a case in point. The Empire Carpet Co., by turning to the hitherto disregarded small-town market and applying the mail-order system to wholesaling, is opening up an entirely new and profitable branch for its business.

The Empire Carpet Co. is a large rug and carpet jobbing house with showrooms on Fifth Avenue, New York. It handles several lines of domestic and imported rugs and carpets but does not control any special brands. Things have been quiet on the great wholesale carpet floors lately. The buyers for the big city stores were overstocked and not yet ready to take their medicine in the shape of losses by heavy price recessions.

It then occurred to G. B. Laurent, the Empire's sales manager, that there are thousands of small towns scattered all over the country which had never been visited by an Empire salesman and never would be, because even in the best of times the business would not be large enough to pay a salesman's expenses.

But Laurent's belief was that business might be obtained by mail and taken altogether might be large because of the great num-

ber of the small dealers, and he saw that if it could be done by mail it could be done very profitably.

Laurent obtained a list of the dealers in every town in the United States with a population of 600 and up. He obtained the credit ratings of those dealers, and found them to range anywhere from \$300 to \$4,000.

Most of the dealers ran general stores, but had never sold rugs and carpets. Some were village undertakers who did a little furniture business on the side and sometimes carried a few small rugs.

The local income tax returns were looked up with a view to estimating the purchasing power of the different communities. But this was not a very definite guide. Some small places that made a poor showing in the way of incomes proved to be buying centres for wide areas.

A circular letter was prepared and 25,000 copies were sent out. Well-known standard makes of rugs and carpets were offered in lots of twelve to fifty at attractive prices and easy terms of payment. A night-letter telegraph form, already addressed and marked "Collect charges from Empire Carpet Co.," was enclosed for reply with an explanation of its purpose.

Some few returns came back by telegraph, but in most cases the telegraph form was used as an order blank and returned by mail. The returns varied in average number according to the State, the most populous averaging rather more than 4 per cent and the least populous slightly under 2 per cent of the number of circulars sent.

It was noticeable that the majority of orders received were for the dozen lot. This may have been due to its being the smallest lot

offered. But it was thought that possibly it was the result of the suggestion made by mentioning the number twelve.

A month later another circular was sent to the same 25,000 names. That circular spoke of lots "up to fifty." While some of the resulting orders were for only six rugs, the majority were for twenty-five, some were for fifty and only a few for twelve. This suggests that, at any rate in the second shot if not in the first, it was best not to state too small a number for the smallest lot.

The second circular brought in several dealers who had not responded to the first one, but some who had bought the previous month dropped out this time. The returns averaged 7 per cent in the best States with about 2 per cent of new dealers responding.

Later, for the Christmas trade or possibly an early January sale, 25,000 copies of a large broadside were mailed. This offered standard makes of rugs and carpets at prices, stated to be considerably below mill prices, f. o. b. New York and with 4 per cent discount for cash by next March 10—more than four months' credit.

But despite the earlier business done with them, this offer must have read too good to be true to the small-town dealers. The broadside itself tried to ward off that likelihood by suggesting that the dealers would doubt it. They did.

The orders received were only fair, and the average of results stood at a little better than 7 per cent for the populous States and 2 per cent for the least populous for the three efforts. Even that was regarded as remarkably good, especially under present conditions.

It shows that business can be done, if gone after with the necessary ingenuity and boldness. By these three efforts not only were many thousand dollars' worth of rugs and carpets sold which otherwise would still be in stock, but more than a thousand new accounts were opened, and their solidarity is shown by the fact that some repeat orders have been

received apart from the special drives.

State maps have been marked up with different colored pins. One color marks the large cities covered by Empire salesmen. The other color marks the locations of the new dealers. A glance is enough to prove that most of these small towns are too far away from a big city ever to be reached by one of the salesmen. Consequently, this new business never could have been obtained except by the mail-order method.

And here is the attractive feature. All this new business was secured at a total selling cost of less than *one-half of one per cent!*

The Empire Carpet Co. purposes going strong on this new outlet. Sales Manager Laurent considers it a mathematical certainty that the next drive will bring the total average response up to 10 per cent in the best States. Some of the 2 per cent States, those at the greatest distance from New York, will be dropped and special efforts will be made to cultivate the small-town dealers in all the States near New York.

Eventually a wholesale mail-order carpet catalogue is to be prepared with colored plates showing the rugs and carpets. Meanwhile a stout portfolio is being made, strongly bound and packed. This will contain colored plates.

The idea is to lend one of these portfolios to the dealer for a while—long enough for him to give all his prospects a peep at the plates. He will be charged the cost of preparation, but the amount will be credited on his next purchase.

What an excellent example this is of the sort of thing that can be accomplished even in these dull times as the result of a little hard thinking. The Empire Carpet Co. is to be complimented upon striking on so good an idea. It is extremely unlikely that any of the new business it is building up is taken from old customers in the big cities. It is absolutely new trade.

## Chicago—the Capital of an Empire

The Middle West looks to Chicago for inspiration and leadership. Chicago responds by serving well the territory that supports her.

The Chicago Journal of Commerce is a new and vital factor in Chicago's expression of service. Daily it carries to the executives and leaders of the Middle West the concise news of the world with complete news of all its markets.

"A business paper for business people," its influence is as wide as its mission—and that is as wide as the great empire it serves.

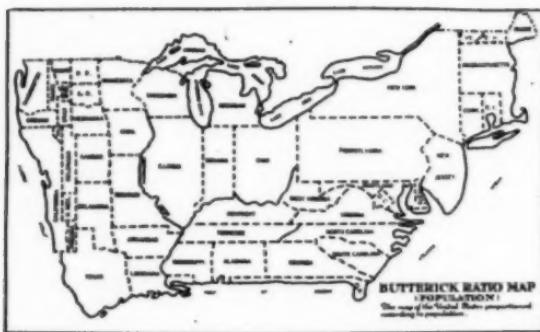
**Chicago Journal of Commerce**  
—AND DAILY FINANCIAL TIMES—

108 South La Salle Street, Chicago

ANDREW M. LAWRENCE  
Editor and Publisher

GLENN GRISWOLD  
Business Manager

# *Both are*



*(Actual size 10x17 inches)*

*Every advertising manager*

has in his mind a map of the United States as it applies to his particular field.

His is a problem of proportion as well as a problem of geography.

The smallest state may be more important to his business than the largest.

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**BUTTERICK**

# e Correct



*Would you like to visualize*

the relative value of the states to  
your business?

We have prepared a limited number  
of ratio maps under such headings as  
Dry Goods and Department Stores,  
Grocery, Drug and Hardware Stores.

If you think that such a map would  
be of interest to you, we shall be  
glad to send you a copy.

---

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—Publisher

## Mr. Moore Sees It Through

Vision Carries Him Across Slack Times and Helps Him to Maintain His Organization for the Boom Days Coming

**"N**O, Joe, I wouldn't do that." Mr. Moore was speaking into the telephone, and he raised his voice a trifle in emphasis. "No, no," he repeated. "By all means, no! Hold your horses, Joe, and come over to the office. We can't settle this thing over the wire." He clicked the receiver on its hook and swung around to a filing cabinet at the right of his desk. He took out some papers.

Half an hour later, when Joe Bradley, works manager of the Moore Manufacturing Company, pushed into the president's office, that executive was smoking a contented pipe as he gazed out the window into the factory yard. "Sit down, Joe," he invited, without shifting his gaze. And when Bradley was seated, Mr. Moore went on as though continuing the telephone conversation.

"Things usually look worse than they really are, Joe; that's one consolation. I've been through two panics—real ones, too—and I know. When something shows up that common sense says can't be dodged, we've got to face it, make the most of it, and get by with the fewest scratches and the softest bruises. And, to my way of thinking, Joe, this thing is this way. We can't escape it—it's economic law—the inevitable reaction.

"Why shouldn't we have a depression, a slowing down—call it what you will? We've been spending for six years; the whole world's been spending. Now we've got to face the music and settle, deflate, liquidate, get down to earth. That's all. If we have been up in the air—and who will deny that industry has been ballooning during these last six years, with its huge war orders, burdensome taxation, high wages, superficial management, and the general tendency of men everywhere to work as little and get as much as pos-

sible?—if we have been up in the air, I say, there's only one way to get down. And that's to come down."

"Very true, Mr. Moore," put in Bradley, "that's exactly what I want to do."

"Oh, no, Joe. There's a bit of difference between shutting down and coming down."

"But, good Lord, Mr. Moore! What are we coming to, with cancelled orders, no new business coming in, and a big organization like ours eating its head off? I've been getting a bit uneasy. It seems nothing but plain common sense to lie low for a few months, until things pick up again."

"There are two ways of lying low, Joe. One is to stop work, disband your organization, lock up shop, and quit. The other way is to pare off all extravagances, cut out every unnecessary expense, look ahead to the revival that is certain to follow the depression, and lay plans accordingly.

"Let's analyze it. In the first place, what are we after? What do we require? Profits. We want to make some money out of this business. We have been making money, we want to keep on making money. Your suggestion, as I understand it, is that in order not to lose some of the money we have made, we economize by closing down the plant.

"But economy for its own sake doesn't get us anywhere, Joe. That's not what we're after. If that were all, of course the right thing to do would be to shut down, lop off every current charge, and get as much as possible of our assets into hard cash. But what about six months from now? Then the tide will be sweeping in the opposite direction. People can't permanently stop buying, you know. They've got to have things, and as long as we keep on making needed things, we can count on a market for them. What about that time of revival, Joe? We

are in business here permanently, you know, so we have to look ahead."

Joe didn't answer. He had a mind to say that labor would be cheap then, and it would be easy to resume, but he decided to wait for Mr. Moore to proceed in his own way.

"Then we'll want an organization capable of bucking the strong competition," went on Mr. Moore, "for as sure as you were born, Joe, we're in for some stiff competition six or eight months from now. And it won't be sales competition only, but the competition of strongly organized and keenly managed production. Oh, labor will perhaps be cheaper than it is now. We may be able to put a little want ad in the paper on Sunday, and have several times our requirements clamoring around the door Monday morning. But what sort? Do you think we could pick up another Phil Brennan or Tom Lawrence that easy?"

Joe hesitated. "No," he admitted finally, "we'd have to start over again, I reckon, and build up a new organization. Phil and Tom are good foremen, but I suppose we could train up others, if we had to."

"Oh, we could train others, all right," answered Mr. Moore. "But in the meantime, Joe, what about our production?—what about our costs?—what about competition? There are half a dozen other foremen we couldn't easily duplicate, not without quite a bit of training. And how about the other sub-bosses—Jim MacManus and 'Curley' Bill Schwartz? And that young fellow in the stores department—the one who suggested the new system of bin-tags, and who has made it work like a whiz? We've invested money in these men. It cost money to hire them in the first place, and it has cost more money training them into our ways. If we lose them, we lose our money invested in them, and we lose the efficiency of our organization until new men are located and properly trained and keyed up to our production methods.

"Now, here's my programme—

for don't think I'm just talking without any constructive programme in mind. Let's cut to the bone—but not into the bone. Go over our payroll and see who are the really dependable men here. Who are the men who count—the key men? Let's keep these men, and dismiss the floaters, the idlers, the riffraff that were taken on in the time of shortage when almost anything was acceptable.

"We can rake up enough business to keep the organization going, if we pare off all dead weight." Mr. Moore picked up a memorandum from his desk. "I've been going over our records this morning, and things aren't so bad, Joe, when you see them in the proper perspective. Of course, we have cancellations, but many of them are simply postponements. There is no question of the basic soundness of our business, and of our market, Joe. The world is hungry for our goods, and after this little spasm has passed—just you watch, and you'll see things hum around here."

"Well, I'm glad of that," said Joe. "Of course, if you've got the business in prospect, why there's nothing to worry about and I was away off in my talk."

"No, hold your horses again, that's not the point, Joe. Let's say that we're in for a good, hard slump. Then what? My programme—I started to tell you and got side-tracked—my programme in time of depression has four parts to it: *First*, dismiss the floaters and other dead weight, but hold together the key men. They'll be needed. *Second*, curtail purchases to what you absolutely must have. *Third*, cut your costs without sacrificing quality. *Fourth*, keep up the morale of your organization, not through sentimental talk, back-patting, slop-optimism, or any other form of bunk, but by clear-sighted leadership and co-operation based on honest thought and study. Then you'll be ready for competition. And the chances are ninety-nine to one that most of our competitors will have surrendered in the meantime to the hysteria of panic and will be ill prepared to sell against

# 1921

THE industrial pendulum is swinging back. The period of reckless *buying* is past. The period of intensified *selling* is being ushered in.

Nineteen-twenty-one confronts executives with three major problems—intensified salesmanship, the reduction of selling costs, and service.

*Intensified salesmanship means aggression—formulation of a definite sales policy and the courage to carry through.*

*Reduction of selling costs means elimination of waste—waste territory, wasteful ignorance of markets, wasteful methods.*

*Improvement of service means growth. Without intensified salesmanship and reduced sales costs, it is impossible. With them, it is inevitable.*

Recognizing the truth of these principles, the Herald and Examiner, serving the richest and most stable market in America, has devised a sales and merchandising plan which combines service and knowledge of markets with economy and maximum sales results—a plan that has been tried and proved successful.

Manufacturers who demand success of 1921 are invited to write for details. Ask for exposition of our merchandising plan for securing distribution and sales in Chicago  
—*the world's wonder market.*

*John A. Dickarn*  
General Manager

CHICAGO  
  
**HERALD & EXAMINER**

*The Fastest Growing Newspaper in  
the Richest Territory in America*

# — a Message To Industrial America

*Intelligent selection is the keynote of business success. In 1921, more than ever before, Chicago will be a strategic center in which to seek expansion and solid growth. A market built on the granite of human needs, impervious to the changing winds of industrial fortune, strong, dominant, unchanging — such a market is the dream of industry. And such a market is Chicago! Concentrate on it in 1921!*

**New York Office:**  
Room 802, Astor Trust Bldg.  
Telephone, Vanderbilt 1739



*The Gateway to  
The Chicago Market*

us when the storm passes and business picks up again."

"How about that fourth plank in your platform?" inquired Bradley. "I can see where we can quickly scale down in labor and material expense. And with more efficient labor we'll cut down some of our costs. But how are we to boost morale when every foreman around the place is in a blue funk?"

#### TRAINING THE MEN FOR BETTER ACCOMPLISHMENTS

"That's just the time to keep them busy—to give them something constructive to think about. For months you've been telling me that the foremen were not geared up to our new production policies and methods and needed instruction in management. Well, now is your chance to get them started on a course of study. They aren't so busy now; they could devote a little of their extra time to studying basic principles and discussing them in the light of our business. They're down in the mouth, you say. All right, this is the time to give them a series of live meetings conducted by lecturers who know how to stimulate their interest and put them in the right frame of mind. Think what the effect of such a collective effort will be on our production six months from now. That's what I meant by my fourth plank, Joe—*clear-sighted leadership!* With all our foremen on the job and energized we can recover our lost ground twice as fast, can't we?"

"By Jove, that's what I'd like to do, Mr. Moore—take this slack time to get all our key men (including some of your white-collar fellows in the office) organized into a big family class and give them some real study in problems of organization, handling men, costs, and the rest of it." Joe's eyes were alight with enthusiasm, then an afterthought chilled him off. "If we could afford the expense," he added gloomily.

"Afford it!" shouted Mr. Moore. "Why, good heavens, Joe, if it's worth doing at all, then it's one of the few things we can't afford not to do. In times like these,

the few dollars we invest in developing and encouraging our key men may easily prove our life-savers. And if they put to use only a fraction of what they learn, the dollars we do invest—and more, too—will come rolling back right away in the form of new savings and better operating methods."

A renewed interest shone in the works manager's face. It was evident that his mind was eagerly developing the new point of view his superior had suggested. Instead of wearing the crepe of dejection about the plant, as he had pictured himself required to do, he suddenly saw an opportunity to keep right on building up his organization, getting ready for a bigger future. With a boss like Mr. Moore the outlook did not seem so dark.

"I was thinking only of being economical," he said as he put on his hat to go, "but I guess I had the wrong slant."

Mr. Moore accompanied him to the door. "Joe," he said, "in the long run my way is the *only* economical way. To shut down and disband would be to surrender. Now's our time to plan ahead and prepare for the future. Remember back in the summer of 1918, when the fighting was at its height in France, and the armies of the Allies seemed to be giving way or, at best, merely holding on here and there by the skin of their teeth? What was old Foch doing then? He was planning, organizing, preparing his forces, placing his key men in strategic positions, getting ready for the opportunity that his keen analysis of conditions showed him would surely open up. Remember how it came all of a sudden, and he smashed back with such mighty force that in a week the whole tide of the war was reversed?

"There's a lesson for us there.

"Economic and industrial problems are somewhat different from those of an army, but they involve difficulties that can be solved by the same methods—by quiet planning, Joe, by careful organizing, by patient, courageous, far-sighted leadership."

—there is only one  
NATIONAL magazine  
of the drug trade.

—there is only one  
NATIONAL magazine  
of the drug trade.

Drug Topics  
The National Magazine of the Drug Trade  
SEPTEMBER 10 CENTS

In this Issue: How A Woman's Headache  
Added \$5,000,000 To Drug Store Sales

—in these days when all advertisers are trying to make one dollar do the work of three, DRUG TOPICS is appreciated more than ever. With one set of plates and one small monthly cost your sales message is placed in the hands of every retail druggist in the United States and Canada.

Send for interesting information to Topics Publishing  
Co., Inc., 25 City Hall Place, New York City.

# THE 1921 ANNUAL



## Interpretive Statistical Number January 6

The trend of industry—a guide post to 1921—is the major theme of the many critical analyses in the 1921 Annual Iron Trade Review. Not so much a record of industrial events in 1920 as a thoughtful appraisal of their effect upon problems of the future.

### Typical Feature Articles

#### Industry Waits on Railroad Recovery

Although the carriers have caught up with the present slackened requirements of industry, railroad executives are preparing for the resumption of heavy traffic. The effect of the Cummins-Esch bill and other legislation is analyzed.

#### Adjusting Labor On New Wage Basis

A review of the labor situation touching upon wage reductions, unemployment and the status of the open-shop movement.

#### Cokemaking Industry Enters New Era

By-product output again exceeds that of bee-hive ovens, and growth of former process distributes units of industry over wide area as compared with narrow confines of bee-hive operations.

#### Industry Gains Many New Mills and Furnaces

A statistical report of new blast furnace, steel making and rolling construction built and building in 1920.

#### Building Construction Will Regain Stride In 1921

Leading fabricators and construction engineers analyze present situation and conclude that normal volume of building will be resumed in coming year, although not on the extensive scale of 1918 and 1919.

#### Motor Car Factor Overestimated

What will be the probable ultimate effect of curtailment of the automobile production upon the iron and steel market? Tables and curves show consumption of finished rolled steel by the motor car builders as well as the percentages of pig iron, alloy steel and other products used by the automobile makers.

### Domestic Market Reviews

#### Market Reverses Itself In 1920

Begins year with growing shortage of material and rising prices and production; closes with widespread suspension, falling prices and restrained buying.

#### Pig Iron Demand of Two Extremes

Chart shows average monthly prices of four leading grades, 1914 to 1920; table gives figures covering ten representative grades, 1914 to 1920.

# IRON TRADE REVIEW

## Coke Rise and Fall Spectacular

Curves and tables presented with this analysis of the coke markets show Connellsville oven prices from 1909 to 1921 and give monthly prices for 1920.

## Scrap Liquidation Is Complete

Curve shows average monthly scrap prices of five principal items for five years. Tables give monthly prices in 1920 of heavy melting steel, No. 1 scrap and No. 1 railroad wrought at Chicago, Pittsburgh and eastern Pennsylvania.

## Ferroalloys Open Strong But Close Weak

In this review are tables giving average contract prices of ferromanganese, 1916 to 1920 inclusive and monthly prices of spiegeleisen for five years.

## Cast Pipe Demand Low: Prices Hold

Cast iron pipe prices in New York, Chicago and Birmingham for the past five years are shown in a table accompanying this analysis.

## Welded Pipe Is in Demand All Year

A complete market review of this commodity with tables showing changes in discounts on standard sizes.

## Semifinished Covers Wide Range

A complete table of average monthly prices of semifinished steel from 1916 to 1921 is a part of this market review.

## Demand Exceeds Bar Production

This discussion includes tables showing bar prices from month to month for fourteen years. Annual averages of wages settlements for fourteen years are given as well as bimonthly settlements for the last five years.

## Plate Tonnage Steadily Falls

## Rail Orders In Heavier Volume In 1920

## Structural Conditions Contrast

## Automobile Slump Hits Sheets

## Warehouse Prices At Two Levels

## Special Car Service Relieves Tin Plate

## Coal Tar Products Market Is Erratic

## Year Unsatisfactory In Metals

## Transportation Affects Refractories

*Comprehensive charts and tables accompany these market reviews*

## Foreign Market Reviews

Price tables of leading products in England, France, Belgium and Germany.

## Competition Restored In Europe

An exhaustive analysis by H. Cole Estep, European Manager of the IRON TRADE REVIEW, containing charts and tables of Europe's iron and steel output of pig iron and billets during 1920 as well as the prevailing prices in world's industrial countries.

## British Industry In Transition

## France Is Steadily Reorganizing

## A Troubled Year In Central Europe

## Little Belgium's Recovery

## Italy Grapples With Labor Problem

## Germany Is Trying To Settle Down

## THE IRON TRADE REVIEW

*A Penton Publication*

Penton Building, Cleveland

*Member, Audit Bureau of Circulations, Associated Business Papers, Inc.*

# How to Locate Articles in Back Issues of "Printers' Ink"

A Department That Takes the Place of an Index Which Is Always Up to Date

WESTERN LITHOGRAPH COMPANY  
LOS ANGELES.

*Editor of Printers' Ink:*

May I offer you a suggestion?

The suggestion is that on completion of each volume of *Printers' Ink* you have compiled a cross index of the principal subjects dealt with in the volume. My reason for this suggestion is that I believe you have a great many subscribers like ourselves who keep *Printers' Ink* religiously, but by reason of our not having a librarian our special indexing of the subject matter covered in each volume is very limited. Many times I know personally that certain subjects have been dealt with several times in the course of a volume, but I am unable to locate them without a too exhaustive search.

Of course my suggestion may be entirely out of place, but I know that we would willingly pay an extra price for such an index, just as I think a good many others of your subscribers would.

Such an index, it would seem to me, could be bound as an integral portion of the last volume, or put up in pamphlet form of the same size as the regular weekly issue, and offered for sale.

I realize naturally that it is entirely possible you have considered such a plan and rejected it for some good reason of your own. However, I offer this suggestion to you just as it is.

H. E. MILLAR.

IN his assumption that the idea of publishing a printed index to *Printers' Ink* has been broached previously, Mr. Millar is entirely correct. For that very reason the suggestion has been given careful consideration and the decision reached was that most of those who advised the use of a printed index were not aware of the card index maintained for the use of subscribers. This, after being in existence for a period of over ten years, has proved of far greater help and value to readers than would a printed index, and for the benefit of those who do not know how the system operates, the following brief explanation is given.

The basis of the system is a file cabinet now containing over 200,000 cards, thoroughly cross-indexed, referring to articles published in *Printers' Ink* since 1909.

Each card contains, in addition to the title of the article or news note, the sub-head, name of author and company mentioned, the volume and issue number, date of issue and page number. Every week as the publication is issued, and the same applies now to *Printers' Ink Monthly*, the paper is gone through carefully, item by item. Wherever a company is mentioned, or a certain brand name is referred to, a card is type-written containing the previously described information. The same is done with individuals quoted or referred to in the course of an article or news item, authors and the topic being discussed. All together more than 400 cards are required for each issue.

These are then filed away under their respective headings, separate sections being maintained for proper names, such as company titles, topics of timely interest, and a third section for those primary subjects that are constantly being covered which would take in articles on chain stores, catalogues, dealer helps, etc.

## MASS OF INFORMATION CALLED UP INSTANTLY

With these cards filed promptly every week as the publication appears there is available a complete, up-to-date record of everything and everybody referred to in the editorial columns of *Printers' Ink* and in such a form that it takes but a few moments to locate an article on any particular company or having reference to any individual. The same holds true when it comes to getting dates of issues and page numbers on which appeared articles dealing with a specified subject.

Just for the sake of illustration were a reader desirous of securing a list of all our issues in which we published articles on the mail-order business, giving in addition

the titles of the references as well as the page numbers, were he in New York it would merely be necessary to get the Research Department on the phone and the necessary information would be obtained and read off in the space of two or three minutes. Where the inquirer is out of town a letter asking a similar question would result in the sending out of a typewritten list containing the desired data either by return mail or close to it.

This index is at the service of all readers of *PRINTERS' INK*, and those who have used it constantly, such as the leading manufacturers, advertising agents and publishers, are united in expressing it as their opinion that the system, as applied to *PRINTERS' INK* weekly and monthly, serves their purposes far better than a printed index possibly could.—[Ed. *PRINTERS' INK*.]

### The Editing of Trade-Marks

Your trade-mark may have been mutilated by the Patent Office, if you registered it in recent years, but the Supreme Court has opened the way to restoration of marks as they are ordinarily used in commerce—or at least brushed away the limitation which has arisen in the last few years, according to *The Nation's Business*.

The mutilation occurred in removal of descriptive words that appeared in the design. The owner of a mark which contained the words "moist-air-heating system" did not like the fanciful portion of his mark without these words and contested the Patent Office's right to compel their removal. They succeeded, too, for the court said he could keep them, if he would merely file a disclaimer of any right to exclusive use of the descriptive words. This manufacturer accordingly was able to preserve the identity of his mark by having the mark itself show that he offered to the public under his brand a variety of heating apparatus and not satin, soft drinks, or shoes.

This was not in reality an overruling of the Patent Office, but of, the Court of Appeals, the decisions of which had forced on the Patent Office a procedure of which it did not approve.

### Paul Wilder in Chicago Agency Field

Paul Wilder, formerly advertising manager of Halsey, Stuart & Co., and later a manufacturer of toilet articles, is now with the Chicago office of Albert Frank & Co.

### Write, Don't Ride!

There is displayed a realization of the part that direct-mail advertising can play in cutting down travel expenses, in a message of the International Harvester Companies to its employees.

"It may not be generally realized," this message reads, "that Harvester men in the United States travel a distance every year equal to a journey for one man of thirty-four million miles; that this would take the man one thousand three hundred and sixty times around the earth; and that in order to get in this much travel in a year he would have to circle the earth three and seven-tenths times every day, including Sundays and holidays.

"This means that the Harvester Company spends more than a million dollars a year in Pullman and passenger car fares, and that the new rate which went into effect August 26 will add almost another quarter of a million dollars to this amount.

"Two conclusions rise up and face us from these facts. First, we should cut off during 1921 every mile of travel which is not necessary to the development of the business. We should think twice before we buy a railroad or Pullman ticket and see if precisely the same results cannot be accomplished by a personal letter.

"Second, we must make every necessary mile count. The wasteful days are past when we can run slack on one trip and go back again to do what we should have done the first time. Let the members of all departments of the business from this on resolve when they go on a trip actually to cover the ground. This is the year to be thorough, businesslike, and efficient, and to serve the best interests of the company over every mile of travel."

### National Commission to Meet at St. Louis

A meeting of the National Advertising Commission will be held in St. Louis, on January 21, primarily for the purpose of considering plans for the 1921 Convention of the Associated Advertising Clubs of the World, to be held in Atlanta. At this meeting Irvin F. Faschall, of *The Farm Journal*, chairman of the programme committee of the Associated Clubs, will confer with the representatives of the various organizations composing the National Commission concerning the programmes of their organizations.

Following this meeting, another meeting on the programme plans will be held at Atlanta, on January 24 and 25, by the executive committee of the Associated Clubs.

### Glove Account for Burnham & Ferris

The advertising of Gates, Mills & Co., Johnstown, N. Y., manufacturers of buckskin and other gloves for men and women, has been placed with Burnham & Ferris, New York.

# What are you doing to

**A** NATION-WIDE canvass conducted by a leading business journal among important national advertisers reveals increasing activity in dealer work as a means of meeting the readjustment consequent upon the conversion of a seller's to a buyer's market. Always the keystone of the merchandising system, the retailer has assumed a position of exceptional importance in the current situation.

With the seller's market almost completely returned in favor of a buyer's market, there is now more reason than at any time in the last few years to look into the problems of our retailers.

—Earnest T. Trigg, Vice-Pres. and Gen'l Manager, John Lucas & Co., Inc.

While we are not increasing our national magazine and newspaper campaign, we are putting forth efforts in many directions to help move goods from our dealers' shelves.

—William B. Powell, Vanity Fair Silk Mills.

It is up to the manufacturer, right now, to do something more than keep his dealers well stocked. He must help them move the goods, both by his general publicity and dealer helps.

—L. B. Jones, Adv. Mgr. Eastman Kodak Company.

I am tremendously encouraged by the fact that dealers are asking for advertising matter much more frequently than they have during the last three or four years. The pressure they used to exert on our production department they are now exerting on our advertising department.

—The Adv. Manager of one of the largest national advertisers in a recent letter to Printers' Ink.

From all sides comes unequivocal testimony to the supreme importance of dealer cooperation at this juncture; and, correspondingly, there is evident a renewed appreciation of the importance of dealer helps in recreating consumer demand and starting the stream of goods once more moving across the counter.

More important still, the retailer himself appreciates, perhaps more than ever before, how invaluable dealer helps are to him.

Never was time more opportune, not only for the expansion and intensification of established dealer service programs, but for the development of comprehensive dealer help programs by those advertisers whose activity in this direction has hitherto been on an occasional or irregular basis.

Nor need such programs call for large expenditure. A well-planned campaign costs no more, and may cost less than a series of sporadic and unrelated efforts. And in

# to meet the new conditions?

many fields methods have been successfully worked out by which the cost of dealer helps may be shared by the dealer.

Whether their dealer help problems be old or new, large or small, the J. R. Mayers Co. is in a position to render advertisers and advertising agencies a service of peculiar value. Grounded on the idea of a complete *from-plan-thru-manufacture* service in the dealer help field, it unites soundness of merchandising plan and recommendations with skill, rapidity and economy in artistic and mechanical execution.



## "Dealer helps that help the dealer"

*Window displays with real sales ideas.*

*Interior dealer helps that combine utility and selling power.*

*Counter displays that cash in on the customer's buying mood.*

*Direct-by-mail advertising sent by the dealer that brings the customers to his store.*

*Specialties that build good will.*

Limited to no single reproductive process or medium, the J. R. Mayers Co. is in a position to counsel impartially with national advertisers and their agents on their dealer help needs, and to completely supply those needs regardless of the type of dealer help material they call for.

*Advertisers interested in developing their dealer service work are invited to correspond.*

**The J. R. MAYERS CO., Inc.**  
AEOLIAN BUILDING, NEW YORK

*Dealer helps for national advertisers  
planned, designed and manufactured*

# Where Advertising and High-Priced Dollars Won't Mix

Traffic Motor Truck Corporation's Export Experiences Reveal Need of Foreign Credit Extension and Popular Education

By G. A. Nichols

THE local distributor of Traffic motor trucks in Beyrouth, Syria, wanted to make a remittance to the home office of the Traffic Motor Truck Corporation at St. Louis. Instead of purchasing exchange in the usual way here is what he sent:

|                                                 |           |            |
|-------------------------------------------------|-----------|------------|
| U. S. Greenback No. A67309129A (Series of 1917) | 1@\$2     | \$2.00     |
| U. S. " " No. 9-1 11138508A                     | 1@\$10    | 10.00      |
| U. S. " " Nos. 2-B B11772172A;                  |           |            |
| 2-B B1793909A;                                  |           |            |
| 2-B B854527A                                    | 3@\$100   | 300.00     |
| U. S. " " No. 2-B B11147A                       | 1@\$1,000 | 1,000.00   |
| American Express Co. Order No. 6,760,507        |           |            |
| o/f Kettaneh, by Alice E. Osborne               |           | 20.00      |
| Guaranty State Bank & Trust Co., Cisco, Texas,  |           |            |
| Ch. No. 138 o/f Azar F. Latief on the           |           |            |
| Hanover National Bank, New York                 |           |            |
| Syrian Protestant College, Beyrouth,            |           | 250.00     |
| Ch. No. 94 o/f Nasralla Haddad, on              |           |            |
| United States Trust Co. of New York             |           |            |
|                                                 |           | 500.00     |
|                                                 |           | \$2,080.00 |

In an apologetic letter accompanying the conglomerate payment, which he listed as above, the dealer explained that American dollars would cost him 50 per cent above par, thereby making the transaction an absolutely impossible one for him from a profit standpoint. He had to wait, therefore, until he could accumulate American money, checks and drafts. A few days later he sent another remittance similar to the above, containing some checks and currency he had received as a result of some dealings with the American Red Cross in Turkey. A little later he made another payment with the same kind of funds, thus cleaning up his transaction with the company, which amounted to some \$9,000.

The backs of the checks sent in the first payment were covered with endorsements. One had a notation in Turkish followed by one in Persian.

The experience of this enterprising dealer, who supplies a considerable part of the Holy Land

with Traffic trucks, is only one example of the many difficulties encountered by people in foreign lands who want to buy American goods. With American dollars at a high premium the price of articles becomes prohibitive. In this respect America's position as

banker to the world is inimical to its best commercial interests.

The Beyrouth dealer—a native named Kettaneh who expresses himself in faultless English—is probably more resourceful and more fortunately situated than many. Otherwise he might not have exercised such ingenuity and made such a determined fight to get American goods.

How many other business men in various parts of the world are striving to get part of this country's factory output in many lines?

How far would this great potential trade go in putting the business of the United States back on its feet?

Financiers and other business leaders are beginning to get the idea that the so-called "buyers' strike" is only an incident after all. They now see that one of the biggest things that is the matter with business is the inability of American manufacturers to get the trade that foreigners are so anxious to give them.

The root trouble under the



## "This Green is What We Need!"

What a wonderful difference in the effectiveness of your booklet or catalog—when your merchandise has the right color display and background!

You and your printer can work out the right color combination for any job when Hammermill Cover is the stock selected.

Price is right, too. For samples of Hammermill Cover, showing wide variety of colors, address Hammermill Paper Co., Erie, Pa.

*As Standard as Hammermill Bond*

# HAMMERMILL COVER

*For Booklets, Folders, Broadsides, Catalogs, and all  
Direct-by-Mail Advertising*



# SYSTEM

*The Magazine of Business*

**I**F you sell the things that business uses, it's business men your salesmen have to see. And that's the kind of circulation that pays best in times of intensive selling.

It's this same Business Public to which **SYSTEM** is edited; and a monthly sale of 200,000 copies tells what they think of the magazine.

That circulation has been earned by a record of interest for readers. In the February number, for example, the contributors include

|                 |                     |
|-----------------|---------------------|
| J. Ogden Armour | Julian S. Carr, Jr. |
| Irving T. Bush  | W. H. Folwell       |
| J. C. Penney    | H. W. Gossard       |
| W. C. Teagle    | Percy S. Strauss    |
| A. B. Farquhar  | George M. Verity    |

If you want to reach *all* the business men you can, as *often* as you can, for as *little* as you can—advertise in **SYSTEM**.

**rapidly covering  
the whole  
business market**

whole situation is in the fact that the American dollar is at a premium in practically every country on the globe. The outcome has been that if exports are made at all the payment has to be strung out over a long-extended period. Huge quantities of exports have not been paid for at all. In some countries where buyers believe that the exchange proposition may improve within a few months buying has practically ceased. The only alternative is to postpone payments until exchange turns. The highly original method followed by Kettaneh, of Beyrouth, has its obvious limitations. Kettaneh is mentioned here not as an example for others to follow, but rather as an interesting instance of the difficulties surrounding the American export business.

Now that the American Bankers Association has got its \$100,000,000 foreign trade corporation organized it may be reasonably expected that conditions will take a turn for the better. This corporation has the authority under the provisions of the Edge act to add obligations of ten times its original capital. This will give it a maximum financial ability of \$1,100,000,000. Stripped of all financial verbiage the corporation's plan is to finance foreign purchases. In effect it will establish a credit against which foreign buyers of American goods can draw. To keep the financial end of the plan going the corporation will issue debentures against the foreign trade obligations and sell them to general investors in the United States.

The wisdom of the right kind of attention to foreign trade possibilities is shown by the experience of the Traffic Motor Truck Corporation. After this concern had got well under way about five years ago it felt called upon to make a definite decision as to its foreign advertising and selling policy. It quickly got a domestic distribution in excess of its ability to manufacture and deliver. Its potential market in the United States was overwhelming in its possibilities.

Should it therefore turn its at-

tention to filling the domestic demand first? Or should it make its export selling campaign coincidental with the domestic?

In other words, should it strike in the beginning for world-wide distribution rather than build up to such distribution gradually after having lived up in a measure to its opportunities here at home?

#### NOT WAITING FOR BUSINESS FROM ABROAD

"We decided to advertise to all the world and not wait to fill our American market first," Guy Wilson, president of the Traffic Motor Truck Corporation, said to a *PRINTERS' INK* representative who called upon him in his office in St. Louis.

"Of course in doing this we were departing from the conventional. You will remember that shortly after the war broke out in Europe, shutting off the markets of the world from European manufacturers, there was a perfect frenzy of activity on the part of American producers to get into the export business. In a little while there could be heard much talk to the effect that many of these manufacturers were making a mistake. They were asked why they should jump out into the foreign trade when they had right here at home more business, both real and potential, than they could possibly attend to for a long time to come. Why go to the risk and expense and trouble of establishing foreign connections when right at hand was plenty of business?

"These very considerations were put up to us. But we reckoned that we were not establishing a business for next year or five years from now. We had started out after due deliberation and a careful survey of conditions to work toward a certain pattern and plan. We decided that in laying the foundation for a big business due consideration should be given in the very beginning to the matter of foreign trade. We wanted our foreign connection to have a start with the domestic. Then all could grow together."

"The results showed the wisdom

of our plans. To-day when domestic business is lagging the foreign demand continues unabated. If it were not for the premium commanded by American dollars in all parts of the world our export business to-day would be all that could be desired. Traffic trucks are carrying loads about the streets of Jerusalem. They are at work in the South Sea Islands, in Peru, in Java and in India. How did we secure entrance into these countries? Simply by doing the thing that gives one entrance into any market. We advertised."

EVEN NOW AMERICA DOESN'T  
KNOW ITS IMPORTANCE

Mr. Wilson brought out the interesting principle that inasmuch as America's future greatness will depend largely upon the way it rises to its opportunity in supplying the world with goods, the people themselves should be sold upon the idea.

"The American people are provincial in many matters relating to business," he declared. "I dare say that comparatively few realize what perfectly tremendous things can be done for this country if it develops its export business as it can and should. This is the very thing that has made England great. For more than 400 years England has been supplying the world with merchandise. For the last few decades Germany had been getting into the same stride. In those two countries, and more especially in England, the people have a vivid understanding of what foreign commerce means in the upbuilding of the country. They understand the whys and wherefores of certain political moves designed to promote such commerce. The Englishman stands for the huge taxation necessary to keep up the world's greatest navy. Is this done for the empire's glory alone? The real reason behind it is commercial. It protects the country's merchant marine.

"The people of America should be educated into similar ways of thinking. And our company for

one is going to try to do its part in the educating.

"When an American institution makes goods here and sends them abroad for sale, it brings foreign money to this country and makes it richer. Foreign money coming in is what makes a country great and wealthy. Consider what we have done in what might be called our small way. We have brought to St. Louis money from the Far East, from Europe, from the islands of the sea and from a considerable part of the globe. This money is spent here in St. Louis. It is put in St. Louis banks. But it does not only enrich this city. It helps the country as a whole.

"We do not presume to try to tell other people how to conduct their business. But we certainly are thrilled as we contemplate what this one company has accomplished in an export way—what it has wrought for itself and in a greater way brought about for the country as a whole. We are glad we did not decide to develop our American market first. It was not a question of selling trucks, you understand. We could sell them here—more than we could make. But in apportioning our output so that the foreign demand could be catered to in a measure we have done something that in its future growth will bring constantly increasing dividends to ourselves, to St. Louis and to America."

Mr. Wilson insists that the time now is at hand when we no longer can afford to be indifferent to our foreign commerce or to competition in the world markets. In this view he has the cordial support of a steadily growing number of business authorities. Perhaps one reason behind this indifference is the native-born cocksureness of the American. His is the greatest and richest country in the world. And he takes delight in thinking of how all sufficient and resourceful it can be when it comes to supplying its own needs. This is a nice thing to think about, of course, but it is not the thing that makes for future commercial

# Double—Yea—Triple Your Advertising

**TULSA IS THE BUSIEST CITY IN THE UNITED STATES  
\$75,000,000.00 ON DEPOSIT IN TULSA'S BANKS**

**THE TULSA TRIBUNE**

**TULSA'S ONLY EVENING NEWSPAPER MAKES UNPRECEDENTED PROGRESS ESTABLISHING NEW RECORD FOR CASH RECEIPTS PER COPY FROM CIRCULATION.**

Your advertising appropriations are going only half as far in 1921 as they did in 1919. A little more than a year ago when we realized that the rapid increases in advertising rates were bound to interfere with the development of new markets through the advertising columns of newspapers we undertook the task of building an all-paid circulation at an adequate subscription rate:

**THIS IS HOW IT WORKED**

| Average Daily Paid | City        | Suburban   | Country    | Total       | Cash Receipts            |
|--------------------|-------------|------------|------------|-------------|--------------------------|
| Circulation        |             |            |            |             |                          |
| November, 1920     | 15228       | 3209       | 5412       | 23849       | \$11139.67               |
| November, 1919     | 13743       | 3880       | 5127       | 22750       | 4010.54                  |
| <b>GAIN</b>        | <b>1485</b> | <b>—</b>   | <b>285</b> | <b>1099</b> | <b>\$7129.13 or 178%</b> |
| <b>LOSS</b>        | <b>—</b>    | <b>671</b> | <b>—</b>   | <b>—</b>    | <b>—</b>                 |

If The Tulsa Tribune had viewed the circulation situation in the Tulsa field as most publishers would have done, we would have been content to consider the 22,750 copies sold daily at six-tenths of a cent per copy as a sound foundation to start. And, as a matter of fact, that circulation was as sound as 50 per cent. of the total newspaper circulation nowadays. And today we would be selling 30,000 copies daily. But, Mr. Space Buyer, you may take our word for it (we have been publishing newspapers for some years and we know)—the

**30,000 TOTAL DAILY CIRCULATION  
AT SIX-TENTHS CENTS PER COPY  
WOULD NOT BE WORTH HALF AS MUCH**

**As The  
23,849 TOTAL DAILY CIRCULATION  
THAT NOW YIELDS THE TRIBUNE  
ONE AND ONE-HALF CENTS PER COPY**

It can be made so easy for the people to have a newspaper delivered to their homes daily, that the paper gradually comes to be held as worthless.

As the people learn to know that a newspaper can be had regularly only by complying with certain stated rules, that newspaper rises higher in the public esteem.

**THAT IS THE TRUE CONCEPTION OF NEWSPAPER CIRCULATION**

## **The Tulsa Tribune**

THE PEOPLE'S PAPER

TULSA, OKLAHOMA

**Richard Lloyd Jones, Editor**

**T. F. McPherson, Business Manager**

**National Representatives**

**G. Logan Payne Co.**

Marquette Bldg., Chicago  
Carleton Bldg., St. Louis  
Kresge Bldg., Detroit

**Payne, Burns & Smith, Inc.**

200 Fifth Ave., New York  
100 Boylston St., Boston

# Advertising Appropriation In Tulsa

AMBITION TO BUILD HIGHEST QUALITY NEWSPAPER CIRCULATION IN STATE OF OKLAHOMA IS REALIZED IN ONE SHORT YEAR.

## THE TULSA TRIBUNE

ALLOWS NO RETURNS.

SELLS TO AGENTS AND DEALERS AT SUCH A HIGH RATE THAT EVERY COPY MUST BE SOLD IN ORDER TO YIELD A FAIR PROFIT TO THE DEALER.

CUTS OFF MAIL SUBSCRIBERS 30 DAYS AFTER EXPIRATION OF SUBSCRIPTION UNLESS REMITTANCE IS RECEIVED TO COVER RENEWAL IN THE INTERIM.

PERMITS NO AGENT OR DEALER TO REMAIN MORE THAN 30 DAYS IN ARREARS.

The table on the opposite page showing the growth of our circulation revenue is a guarantee that we have enforced the rules enumerated.

IT IS THE FIXING OF AN ADEQUATE RATE TO AGENTS AND DEALERS AND THEN ADHERING STRICTLY TO THAT RATE, PLUS THE ACTUAL INSISTENCE UPON COLLECTING THE TOTAL SUM DUE FROM EACH AGENT OR DEALER THAT DETERMINES CIRCULATION QUALITY—ALL CLAIMS TO THE CONTRARY NOTWITHSTANDING. EVERY NEWSPAPER PUBLISHER KNOWS THAT ANY NEWSPAPER, NO MATTER HOW UNINTERESTING, CAN BE CIRCULATED IN LARGE NUMBERS IF THE PUBLISHER IS NOT PARTICULAR AS TO WHETHER THE CASH REVENUE FROM CIRCULATION IS LITTLE OR NOTHING.

## TULSA IS THE WEALTHIEST CITY PER CAPITA IN THE WORLD OKLAHOMA IS THE GREAT BILLION DOLLAR STATE

|                                                           |                           |
|-----------------------------------------------------------|---------------------------|
| The total farm products of Oklahoma for 1919 amounted to. | \$794,107,000.00          |
| Oil production is estimated at.....                       | \$250,000,000.00          |
| Gas production is estimated at.....                       | 6,000,000.00              |
| Coal production is estimated at.....                      | 19,000,000.00             |
| Lead and zinc production is estimated at..                | 20,000,000.00             |
| Other mineral production.....                             | 1,000,000.00              |
| Total mineral production.....                             | <u>296,000,000.00</u>     |
| <b>TOTAL</b> .....                                        | <b>\$1,090,107,000.00</b> |

WHILE OTHER CITIES FEEL THE PINCH OF HARD TIMES, TULSA FOLKS HAVE PLENTY OF CASH AND ARE BUYING EVERY DAY.

IF YOU HAVE DISTRIBUTION IN TULSA INCREASE YOUR ADVERTISING APPROPRIATION.

IF YOU HAVE NOT DISTRIBUTION IN TULSA—GET IT AND ADVERTISE. TULSA WILL BUY YOUR SURPLUS STOCKS. SELL TULSA THRU THE TULSA TRIBUNE.

A CIRCULATION GOOD AS GOLD.

greatness. Hence Mr. Wilson's wish that the people themselves be educated into the benefits of an adequate foreign commerce. The country without foreign commerce is in a measure like a community where everybody tries to make his living washing clothes for somebody else. Somewhere along the line there has to be real money paid over or the thing won't go.

In England right now certain textile factories are working at capacity making goods for the Russian trade. In New England textile factories are shutting down or working on part time.

The moral is plain.

#### STUDIED PEOPLE'S NEEDS IN TRUCKS

After viewing this progressive foreign commerce policy of the Traffic Motor Truck Corporation it is not at all surprising to learn that the company has from the start progressed in other ways along decidedly original lines.

In the beginning, instead of deciding arbitrarily upon certain truck designs and then going out and merchandising them to the people, the company conducted a thorough survey to find out what kind of truck was most popular. It made a countrywide investigation of the average size of loads carried on motor trucks. This showed that about 80 per cent of the loads were two tons. Accordingly, it decided to make a motor truck of 4,000 pounds maximum capacity, to concentrate the whole manufacturing, advertising and selling machine on the one model and to standardize its production down to the very finest point.

This policy has been followed through with notable success.

The Traffic people say they have accomplished in the truck field what Henry Ford did in the realm of low-priced standardized passenger cars. They say that by having only one model and building it on a clock-work schedule they have been able to reduce the price to a point that makes a very great advertising asset.

In its advertising the company emphasizes the well-known parts

out of which it is in large measure assembled. It mentions the Standard and Thermoid universal joints, the Timken and Hyatt bearings, the Fisk tires, the Covert transmission and clutch, the Continental motor, the Bosch magneto, the Russel rear axle, the Carter carburetor and the Detroit springs.

Back of each of these parts is an advertising campaign. These various campaigns help sell Traffic trucks. Then comes along the Traffic campaign hooking up the various efforts of the others in a way to sell its own product and also to give wider publicity to the parts.

Mr. Wilson's ideas and practices in advertising are worth reading about in these days when so many people are afraid to spend money for that purpose.

"We maintain," he said, "that advertising is an asset which can become impaired with surprising swiftness if it is suffered to fall into disuse. Before we begin to advertise in a trade journal, a general medium, an export publication or anything else we investigate it with the utmost thoroughness. If we decide to go into it, it is with the view of being in there permanently. If we advertised for a year or two in a certain medium, we have built up an asset in the field through which that medium circulates. The only way to realize upon that asset is to keep the advertising going. For example, the advertising we did last year will bear its fruit next year—if we keep up our advertising this year as a connecting link between the two. A great amount of money is wasted in advertising because its advantages are not followed up. Advertising has no mysterious power. It is a plain business proposition that will yield certain results with scientific accuracy if certain conditions are met."

In addition to a large general, farm paper, trade journal and foreign medium list Traffic makes liberal use of direct-mail methods. It gets out a monthly magazine called "Horse Sense," which

(Continued on page 137)



WHAT have birds and beavers to do with printing? Just as much, or as little, as the reader's imagination, and love of life, will permit. At any rate, these and other builders who inhabit forest, mountain and air, are appearing in each number of *Printers' Ink Monthly* to give a touch of animation to the statement that *for thirty-eight years The Britton Printing Co., of Cleveland, has been helping advertisers to build.*

This series has been prepared by The Fidelity Advertising Agency, Maxton R. Davies, President, Cleveland, Ohio.

**FIDELITY**  
*Advertising* 

| WEEKLIES                                                  |  |
|-----------------------------------------------------------|--|
| <b>INTER-DENOMINATIONAL</b>                               |  |
| CHRISTIAN WORK                                            |  |
| CHRISTIAN ENDEAVOR WORLD                                  |  |
| SUNDAY SCHOOL TIMES                                       |  |
| <b>BAPTIST</b>                                            |  |
| JOURNAL & MESSENGER                                       |  |
| WATCHMAN & EXAMINER                                       |  |
| <b>CATHOLIC</b>                                           |  |
| CATHOLIC NEWS                                             |  |
| <b>CHRISTIAN</b>                                          |  |
| CHRISTIAN LEADER                                          |  |
| " EVANGELIST                                              |  |
| " STANDARD                                                |  |
| LOOKOUT                                                   |  |
| <b>CONGREGATIONAL</b>                                     |  |
| CONGREGATIONALIST                                         |  |
| <b>LUTHERAN</b>                                           |  |
| THE LUTHERAN                                              |  |
| <b>METHODIST</b>                                          |  |
| CHRISTIAN ADVOCATE NEW YORK                               |  |
| " " CENTRAL                                               |  |
| " " CALIFORNIA                                            |  |
| " " NASHVILLE                                             |  |
| " " NORTH                                                 |  |
| " " WESTERN                                               |  |
| " " PACIFIC                                               |  |
| " " PITTSBURGH                                            |  |
| " " RICHMOND                                              |  |
| " " ST. LOUIS                                             |  |
| " " WESTERN                                               |  |
| EPWORTH HERALD                                            |  |
| ZION'S HERALD                                             |  |
| CLASSMATE                                                 |  |
| S. S. ADVOCATE                                            |  |
| <b>PRESBYTERIAN</b>                                       |  |
| CONTINENT                                                 |  |
| HERALD & PRESBYTER                                        |  |
| ONWARD                                                    |  |
| PRESBYTERIAN                                              |  |
| " OF THE SOUTH                                            |  |
| " BANNER                                                  |  |
| UNITED PRESBYTERIAN                                       |  |
| <b>PROTESTANT EPISCOPAL</b>                               |  |
| SOUTHERN CHURCHMAN                                        |  |
| <b>REFORMED CHURCH</b>                                    |  |
| REFORMED CHURCH MESSENGER                                 |  |
| <b>UNITED BRETHREN</b>                                    |  |
| RELIGIOUS TELESCOPE                                       |  |
| MONTHLIES                                                 |  |
| <b>INTER-DENOMINATIONAL</b>                               |  |
| ASSOCIATION MEN                                           |  |
| CHURCH SCHOOL                                             |  |
| MOODY BIBLE INSTITUTE                                     |  |
| MONTHLY                                                   |  |
| EXPOSITOR                                                 |  |
| TWENTIETH CENTURY PASTOR                                  |  |
| MISSIONARY REVIEW OF THE                                  |  |
| WORLD                                                     |  |
| RECORD OF CHRISTIAN WORK                                  |  |
| SUNDAY SCHOOL LESSON                                      |  |
| ILLUSTRATOR                                               |  |
| <b>CATHOLIC</b>                                           |  |
| EXTENSION                                                 |  |
| TRUTH                                                     |  |
| <b>CHRISTIAN</b>                                          |  |
| WORLD CALL                                                |  |
| LATTER DAY SAINTS                                         |  |
| JUVENILE INSTRUCTOR                                       |  |
| <b>METHODIST</b>                                          |  |
| ADULT BIBLE CLASS                                         |  |
| SUNDAY SCHOOL JOURNAL                                     |  |
| METHODIST REVIEW                                          |  |
| <b>PRESBYTERIAN</b>                                       |  |
| EARNEST WORKERS                                           |  |
| MISSIONARY SURVEY                                         |  |
| NEW ERA MAGAZINE                                          |  |
| Paid Subscription Circulation<br>over 3,000,000 per issue |  |

*"They stand for principle which*

THESE papers represent the leaders in their respective fields, including both Protestant and Roman Catholic.

THEY reach the leading families in their denominations — the folk who give their personal service and financial support to all those activities in which their church is engaged, including the educational, philanthropic and charitable institutions which mean so much to every community.

incip which make modern business possible."

*Hear Roger Babson:*

"Religion is to the world what a spring is to the watch, and the sooner it is generally recognized the more people will be healthy, happy and prosperous."

*Believe that?*

The readers of religious publications recognize this fact by their paid-in-advance subscriptions. The religious press represents practically all subscription circulation.

They depend upon these papers for all the news and information about the activities of their church and its manifold interests.

The folk reached by the religious papers are the most stable element in every community—the people who are the very backbone of America today.

**YOU** need them back of **YOUR** product.

THE RELIGIOUS PRESS DEPARTMENT  
A. A. C. OF W.  
47 East 25th Street, New York City.

## Our Resolve is:

TO make the South Bend News-Times for 1921 a better medium for advertiser and reader alike; to extend our circulation efforts throughout the Northern Indiana-Southern Michigan Trade Territory, and to do all in our power to develop this responsive market in the interest of manufacturers, merchants and professional men.

*South Bend merchants experienced the biggest December sales of any period in their history. In response to dealer advertising through South Bend newspapers, buyers from miles around filled to capacity interurbans and trains. Business is good in South 'Bend.*

## SOUTH BEND NEWS-TIMES

*Morning*

*Evening*

*Sunday*

J. M. STEPHENSON, Publisher

*Foreign Representatives*  
CONE & WOODMAN, INC.

Chicago

New York

Detroit

Atlanta

Kansas City

is for the use of the men who sell the trucks, and has many pamphlets and other pieces of printed matter for the use of its distributors.

The plans for the immediate future so far as the domestic trade is concerned contemplate an intensive cultivation of the farm market.

"The small number of trucks in use on the farms of this country," said Mr. Wilson, "is almost unbelievable. This is a market whose possibilities—particularly for a truck like ours—run up into figures that are almost dazzling. It is a market that is practically untouched."

#### Canada Increases Total Trade

An increase of \$283,843,799 in the grand total of Canadian trade is shown by the monthly statement issued from Canada's Customs Department, covering the first eight months of the fiscal year. The grand total of exports and imports for the eight months' period this year is \$1,759,206,440. For the same period last year this total was \$1,475,362,641.

The big end of the increase is due to the fact that imports for the eight months' period this year are much larger than they were in 1919. Foreign goods to the total value of \$917,445,225 were brought into Canada up to the end of November, while a year ago the importation of this class of commodities was valued at only \$636,389,167. The duty collected this year amounts already to \$133,921,028, as compared with \$114,029,005 last year.

Exports of domestic goods during the eight months this year also reached a higher figure than they did during the same period a year ago, the increase amounting to \$17,332,824. The total value of domestic exports from Canada during the eight months ending November 30, was \$825,636,394, while during the same period a year ago this figure was \$808,303,570.

#### John McCartan Joins Automatic Signal Co.

John McCartan, formerly with the Northern Engraving Company, Canton, O., is now sales manager of the Automatic Signal and Sign Company, manufacturer of highway, danger and railroad crossing signals, Canton.

#### R. I. Bartholomew Joins Francis Press

Ralph I. Bartholomew, who was for several years sales manager of the Publishers' Printing Company, New York, has become associated with the sales organization of the Charles Francis Press, New York.

#### Florida Newspaper Publishers Will Meet

A meeting of the Associated Dailies of Florida will be held in Jacksonville, Fla., on January 16. This association, composed of newspapers, was formed a short time ago. Any newspaper published within the State of Florida as often as six times a week for as long a period as four months a year is eligible to membership. Any one engaged in printing or affiliated industry is eligible for honorary membership in the association.

Among the objects of the association are:

"All members agree to abide by their published advertising rates, to the end that the printing industry in the State of Florida shall be maintained on a plane of equality and justice to all. And to have all members agree to adopt a fair rate to the advertiser and to themselves, and to maintain such rates in all contracts."

The association is also endeavoring to perfect and maintain an agency for assembling and distributing Florida State news to its members under such rules and conditions adopted by the members.

The president of the association is T. E. Fitzgerald, of the Daytona, Fla., *News*, and the secretary-treasurer is Clayton O. Codrington.

#### Canners to Meet at Atlantic City

The National Canners Association will hold its fourteenth annual convention at Atlantic City, N. J., January 17 to 21.

"The gathering will lay emphasis upon the proper place of the consumer in relation to the canning industry and speakers especially selected, are expected to bring it to the light," says a statement made by Walter J. Sears, of Chillicothe, Ohio, president of the association.

Among the speakers listed, are the following:

Arjay Davies, Easton, Pa., president, National Wholesale Grocers' Association; J. A. Ulmer, of Toledo, Ohio, president, National Retail Grocers' Association; Dr. Carl L. Alberg, United States Bureau of Chemistry, Washington, D. C.; Hon. E. T. Meredith, Secretary of Agriculture; William A. Thomson, American Newspaper Publishers Association; George D. Buckley, president, Crowell Publishing Company; Stanley R. Latshaw, advertising director, Butterick Publishing Company; Charles Coolidge Parlin, manager, Division of Commercial Research, Curtis Publishing Company, and F. J. Ross, president, F. J. Ross Co.

#### New Business Manager of United Press

L. C. Earnest, vice-president of the United Press, has been appointed business manager of that organization.

# Mail-Order, as an Expedient to Tide Over Dull Times

"Many Are Called But Few Are Chosen" Is a Fitting Text for This Bit of Advice

THE JEFFERSON SILK CORPORATION  
REYNOLDSVILLE, PA.

*Editor of Printers' Ink:*

We want to start to sell our silks by mail direct to the consumer. We will appreciate it very much if you will send us the back numbers containing similar campaigns, and also any other suggestions.

L. ALTMAN.

**M**MR. ALTMAN, in his ambition to use retail mail-order methods in selling his goods, has plenty of company. Other manufacturers, too, with plenty of goods on their hands, are looking toward mail-order as a successful method of combating the so-called buyers' strike. Presumably they do this because of the belief that mail-order presents a more efficacious method of working down buying resistance. All of which is a dangerous idea for manufacturers to get at this stage of the game.

Right now is the worst possible time for any concern to go into the mail-order business. And it is far from easy at any time. Just because a few houses have made spectacular successes at selling goods by mail it by no means follows that success in this line of business is a foregone conclusion.

All the established mail-order concerns have taken years to rise to their present stage of development. When they started out they faced numerous problems through which they had to fight their way and over which they had to win through the use of much money and great tenacity. It is true that in solving many of these problems for themselves they have gained experience of the greatest value to others. But even though one can profit by what has been learned by those who have gone before, he must be prepared to pay a good, stiff price for mail-order success.

The leaders in the field to-day have had to hang on and hang on

in the face of adverse circumstances. They have had to pour in a never-ceasing flood of money. And now their bulldog tactics have put them on solid ground.

During this time whole regiments have dabbled. We do not know how many mail-order houses, both wholesale and retail, sprang up while the leaders were making good. But those who did not proceed along the line of the leaders are now quietly resting in peace.

## A HARD HILL TO NEGOTIATE

If anybody thinks that he can take the things that have been learned by mail-order houses and upon them build a successful business in a hurry, he might well consider the case of one big concern that has been in existence for a number of years, whose annual business runs well up into the millions but has never yet made a dollar of profit. In fact, we are told that this firm to-day is several million dollars in the hole. It expects to get this money back with interest some day. It is willing to hold on. Moreover, it is able to hold on, being backed by plenty of capital.

The successful mail-order concern to-day is winning in a big way because its customers know its policies. Through a period of years certain names have come to mean certain things.

A new concern giving away gold dollars could not possibly counteract this friendship.

Not one of the big houses got its business, its experience and its reputation overnight. It had to work and fight and pay for it through a long period.

No man should go into the mail-order business without giving the thing careful thought. There is no magic about it. It is not easy. It is nothing that should be gone into as an expedient to help one



*This Symbol Means*  
**BUYING INFORMATION**

WHEN it appears in an automotive manufacturer's advertisement it indicates to buyers that specific purchasing information about the product advertised is contained in the current issue of the CHILTON AUTOMOBILE DIRECTORY.

Many manufacturers who desire to sell their products to the automotive industry place condensed catalogs of their lines in this standard reference book of the trade, and display the Symbol, shown above, in their other advertisements to direct interested buyers to this catalog information.

As the CHILTON AUTOMOBILE DIRECTORY is distributed annually to every known buyer in the business, this information is immediately available.

Are your clients, who sell the automotive trade, using this Symbol?

Chilton Automobile Directory  
 Market and 49th Sts., Philadelphia, Pa.

*The  
 Standard  
 Reference  
 Book*



*of  
 the  
 Automotive  
 Industry.*

**The Washington Times  
The Atlanta Georgian-American  
The Milwaukee Wisconsin-News**

Take Pleasure in Announcing  
the Appointment of

**E. T. R. MURFEY  
As Western Representative**

With Offices in the  
**Hearst Building, Chicago, Ill.**

Effective January 1st, 1921

The Eastern Representation in  
Each Case Remains Unchanged

over a temporary lapse in business. Nobody should start in mail-order unless he intends to back his judgment with a lot of money and unless he has the courage and resources to enable him to face a long series of losses before he finally shows a profit.

The foregoing is true of anybody starting in the mail-order business. And for the manufacturer who wants to use mail-order because of a temporary lapse in demand, it goes double.

A concern may know all about making goods and even know how to distribute them through the jobber or the retailer. But when it comes to selling people direct by mail that is another thing. To do it requires expert methods that can only be employed by an expert organization. High-grade mail-order men are about the rarest experts in the country today. They are few, indeed. A concern has to spend much money before it can get these men. Many times it does not get them even then. This is another reason why mail-order businesses are so hard to get over and why there are so comparatively few of them.—[Ed. PRINTERS' INK.]

### Winston-Salem Advertises to Stimulate Buying

In an endeavor to stimulate buying in Winston-Salem, N. C., the Chamber of Commerce has entered upon a "Buy-Now" advertising campaign. In large-space display copy this organization says:

"If you are on a buying strike—forget it."

"If you won't buy the things the other fellow makes or handles he can't buy the things you make or handle. That is reasonable, is it not? Those who are insistently determined to put off the buying of the things they need are not doing humanity a service; they are helping to clog the wheels of commerce and industry, which will cause dire results.

"Go out and buy to-day the things you need, for the prices are down. They went up a step at a time and they can't come down the bannister. If you wait for the 'bottom to drop out' neither you nor the other fellow may be able to buy then."

S. J. Romell has established the Romell Motion Picture Co., in Cincinnati, making a specialty of advertising films.

### Sends Employees' Magazine to Clergymen

"The Arrow," employees' magazine of Cluett, Peabody & Co., in addition to its distribution among the company's help, is also mailed regularly to local clergymen. In telling why this is done, George Herbster, editor, said: "This was first suggested by one of the directors of the company. It is believed that most of the clergymen are interested in their parishioners, and as this is the largest factory in the vicinity, naturally many of their flock are employed here. The publication acquaints the clergymen with our activities and what is going on here in general."

"In fact they seem pleased to receive the publication as we frequently receive words of commendation from them. Some clergymen have offered a few short items, and one in particular, took his text from the words of thanks that appeared on the cover of our last year's Thanksgiving number. We believe it creates a good impression and gives us moral support."

Mr. Herbster also sends the magazine to local doctors, reasoning that it is probably placed on the table in the professional man's office for patients to read while waiting.

### A Better Business New Year's Card

The Hyatt Roller Bearing Company has sent out to a large number of industrial executives a New Year card containing the following resolution which the company says will apply to this and every New Year:

#### "Resolved

—that I will not participate in pessimistic gossip regarding business conditions.

—that I will keep silent rather than add momentum to unfounded rumors of discouragement.

—that I will consider the problem of readjustment as a personal problem.

—that I will do the job in hand with energy and enthusiasm.

—that I will think more of the day's work than the day's pay.

—that even under the most trying conditions, I will not allow myself to lose sight of the fact that America is the greatest country in the whole world—that American industry will always survive!"

The card is signed by C. M. Eason, vice-president.

### Borden Company Starts Big Newspaper Campaign

The Borden Company, New York, condensed milk, evaporated milk, condensed coffee, etc., is sending out 1921 newspaper schedules to a long string of dailies, covering a belt from New England to Virginia, straight across to the Pacific Coast, where a schedule covering the cities from Los Angeles to Seattle is now running.

# The Unappreciated Tin-Peddler— His Services to Early Manufacturers

Furnished Distribution That Otherwise Would Have Been Unattainable

By Malcolm Keir, A.M., Ph.D.

Professor of Economics at Dartmouth College

IT seems to be a trait of human nature that in the glamor of a big success the small beginnings that made the success possible are forgotten. Some of the great industries of which New England is so justly proud have ceased to remember that they owe their start to the humble and even despised peddler. Because the peddler in his zeal for a bargain often sold hams made of bass-wood, cheese of white oak, and nutmegs of wood, these are the things on which his reputation rests, and not the real service he rendered to the struggling industries of his day by disposing of their products. The story of the peddler takes us back to early colonial Connecticut.

The first settlers in Connecticut followed the general rule that farming, the getting of a food supply, interests men before any other industry, for as we have pointed out elsewhere, it is only when agricultural opportunities fail that other modes of earning a living are sought. Connecticut pioneers picked out the rich farm lands along the Connecticut River, and in so doing seized the best land available for agriculture. In the rest of the State the soil is thin and full of rocks, so late-comers in Connecticut had to seek some way of gaining a livelihood other than farming. In keeping with the rest of New England, shipbuilding and fishing became the industries of the shore; distilling rum and molasses the occupation both inland and along the coast. But since these failed to fill the demands for employment, many settlers emigrated west-

ward. It remained for two enterprising immigrants to find a new profitable home industry.

## FIRST YANKEE TIN-PEDDLER

Two brothers, William and Edward Pattison, came from Ireland to the settlement of Berlin, on the Connecticut River, in 1740, and finding no farm lands to their liking, set up the business of making tinware, a trade they had learned in England. This industry required little capital or labor and was fitted for pioneer conditions. Its market was good, for tinware had previously been a high-priced, much prized, imported article. The brothers bought their supplies of sheet tin at Boston from cargoes brought from England, carrying it by horseback to the Connecticut River town, where it was pounded into shapes for utensils with wooden mallets over anvils. When a goodly supply of wares had been prepared they were packed into a sack, and with this slung from their shoulders the brothers traveled on foot through the nearby settlements, making house-to-house calls until the stock was sold. Thus began the Yankee tin-peddler.

Within a short time the range of the brothers' travels became too great to be covered on foot, so ingenious baskets were fitted to horses' saddles and the peddlers rode about their business. As their trade continued to increase, young apprentices were taught the art of making tin. The brightest, most reckless, young men in the home town were sent out on the road with one or the other of the brothers to learn the lures of a trade involving on one side shining tin, and on the other, caraway and mustard seeds, feathers and

Reprinted by permission from "Manufacturing Industries in America," published by The Ronald Press, New York.

## *Practical Business Men!*

YOU have frequently been urged to investigate the unusually profitable service which Association Men, the official organ of the Y. M. C. A., renders its advertisers.

Those of you who have done so are testifying to the value of this service by renewing and increasing your contracts for next year.

Those of you who have not yet done so can still take advantage of the excellent prospects offered by the coming year.

For everyone of its advertisers—old and new—Association Men expects to secure a greater and more profitable volume of business during 1921.

*Ask about our service.*

### **ASSOCIATION MEN**

347 Madison Avenue  
New York City  
New York

Western Office  
19 So. La Salle Street  
Chicago



*Our policy sold  
Kelly-Springfield*

THE Kelly-Springfield Tire Co. entrusted their outdoor advertising in Cleveland to us. We were able to give them many of the fifth city's choicest locations. The result was a campaign that was as successful as it was dominant.

We confine our efforts to distinctly high-class work. Thus our unusual service attracts advertisers who insist on locations that lend credit to high-class products.

*May we discuss 1921  
plans with you?*

**The Harry H. Packer Co.**

*Outdoor Advertising*

1664 Ansel Road      Phone Cedar 1991  
CLEVELAND

Associated  
with the  
O. J. Gude Co.  
of New York  
the largest  
outdoor  
advertising  
concern in  
the world.

**PACKER OF CLEVELAND**

*"We tell the Big Outdoors all about You"*

old metal. These young men became that great institution, the Yankee tin-peddler. They were brave, for no coward would venture alone on long journeys at that time; they were clever, for they had no rules to guide them through the accidents of the road; they were highly immoral, for they were always among strangers and alone; they were keen-witted, for they were pitted daily against sharp pioneers; and they were full of tricks, for they would do anything to make a trade.

Of course the neighbors of the Pattison brothers envied and emulated their success, and soon Connecticut became the recognized centre for tinware. Each home shop sent its corps of men to tour the colonies, so the nasal-toned, hawk-beaked, wiry, psalm-singing Yankee peddler was known wherever two or three people were gathered together. When the nation began to build turnpikes in 1790, these roads enlarged the peddler's operations, for they allowed him to use a wagon of his own inventions instead of the back of a horse. The wagon was designed to carry the most wares in the least space, and was a maze of secret compartments, hooks and drawers. With the coming of canals and roads the peddlers perfected their organization.

Single or two-horse wagons were started from Connecticut in the spring and traveled north, south and west toward prearranged depots. In the fall, workmen from the Connecticut shops were sent by water to such central points as Montreal, Richmond, Charleston or Albany. There they made new articles of tin from raw materials which they had carried with them. Peddlers worked toward these central points to replenish their wagons and then struck into the interior for the winter, making a house-to-house canvass of their wares. In this way literally every hamlet in the country came to know and use the Yankee notions sold by the peddlers.

After 1820, roads had been so much improved that depots could

be established at favorable inland points, as well as at places reached by waterways, making it possible to extend operations still further inland until even the most remote frontier was reached. Since the currency was in a chaotic state, much of the trading was by simple barter, the peddler taking household products to the towns and town products to the farms, until such times as he could sell for actual money. At the end of a six or eight months' trip the peddler sold his horse and wagon wherever he could do so to his own best advantage, and then made his way back to Connecticut with his gains for his employer. Thus was built a strong distributing and selling organization that closely resembles in some of its details the oil monopoly of to-day, whose hold is chiefly in distribution and not in production. Most of the peddlers were not individual traders, but were employed by a few capitalist tinmakers in Connecticut. The supply stations were established at strategic points and from these regular routes ramified in all directions. Thus the whole country was controlled by a complete distributing system.

All this elaborate organization was in the sales department of the business; its manufacture remained a simple thing. A small shop, rarely employing more than fifteen or twenty men and seldom conducted on what we know as the factory system, sufficed to keep several times as many peddlers supplied. Connecticut was the recognized leader in the tin-manufacturing industry down to 1850, but the State does not owe so much to the value of the goods produced or to the number of men employed at home as it does to the perfection of the intricate selling system and the extension of the fame of Connecticut as a manufacturer of useful articles. Tin no longer holds a high place in the manufactures of the State, but other goods which were carried to their market by the organization made to sell tin, and dependent on it for their success, have become permanent, valuable assets for that State.

It will be interesting to trace some of these other industries, particularly the production of brass goods and clocks.

The brass industry had its humble beginning in the manufacture of buttons. The first buttons were made of pewter, and sold for as high as a dollar apiece. Pewter buttons gave way before those made from brass, an alloy made from copper and zinc. The copper for the brass buttons was obtained from old sheathing in the shipyards of Connecticut, Rhode Island and Massachusetts, or from worn-out copper kettles of the New England rum distilleries. This copper was mixed with imported zinc and made into sheet brass in mills that had cast and rolled iron in the western part of the State before the Revolution. Since there was no market for sheet brass, none of its producers thought of selling it outside of the narrow region around Litchfield and Waterbury, Connecticut, where it was made; but they stamped buttons out of it because these articles did have a ready market and, moreover, could be easily carried long distances because they had such high value in proportion to their bulk and weight.

However, in attempting to reach a market, the button-makers struck a snag in the opposition of the regular dealers to handling American-made goods, then held in universal disapproval by merchants. Inasmuch as buttons were made of metal, they were usually sold by hardware dealers, but the dealers refused to have anything to do with American-made buttons, claiming that English buttons were superior in quality and appearance. The infant industry seemed about to meet an untimely death. Shut out of one market, the experimenters reached a better, more direct one, by handing over their buttons to the peddlers. Since the buttons took little room, the peddler could easily add them to his stock-in-trade. Through him they found a ready and increasing sale, for although town-living dealers supplying fashionable, luxury-loving, prejudiced

town citizens might deride or ignore the American product, the peddler thrust beyond the towns and catered to country farmers whose tastes were uninfluenced by foreign contacts and whose predilections were all for American products.

Although brass was first made to supply buttons, improvements in casting and rolling brass so increased the supply of the sheet metal that the demands for buttons alone could not utilize the surplus; new uses had to be created. The new products were all small, such as brass kettles and lamps to hang alongside the tin vessels on the peddler's wagon, or wire drawn from the sheet brass and then stamped into pins or hooks and eyes. The peddler was glad to add these things to his outfit, because the greater variety of wares he had to display, the more was he sure of striking a trade.

Between the earlier tin-manufacturing industry and the later brass there were many unlike features. The making of articles from tin always remained a simple, small-scale affair, whereas brass manufactures grew to giant proportions; the tin-shops employed but few workers, while the brass mills and factories eventually supplied jobs for thousands of skilled men and women; the Connecticut tin business was short lived, but the brass has been a permanent valuable addition to the State. Nevertheless, the great brass industry is greatly indebted to the tin which went before it, for without the distributing organization provided for marketing tin utensils, the brass buttons upon whose manufacture the modern brass industry was based could have found few buyers.

For the manufacturing of clocks, too, the peddler was the means of reaching the market. In our colonial period, clocks were ponderous affairs made of wood and standing higher than a man. The making of these clocks was one of the ways by which our forefathers eked out the living denied them by the thin pebble and rock-



**Griploox**  
PARCEL POST CASES

give you a **Grip** on the Mail Order end of your business. Describe your product and we will send you a sample.

CHICAGO CARTON CO.  
4433 Ogden Ave., Chicago, Ill.

Philadelphia, Pa., December 31, 1920.

## CHANGE OF RATE

Effective January 1st, 1921, the advertising rates of the Public Ledger—Morning, Evening and Sunday—will be as per the rate card below. These rate changes are made because of the greatly increased circulation of the Public Ledger since the absorption of the Philadelphia Press on October 1st, 1920.

## PRESENT NET PAID CIRCULATION

Daily, more than 240,000  
 Sunday, more than 200,000  
 Sunday and evening, more than 340,000

The result—a lower rate per line, per thousand.

**PUBLIC LEDGER COMPANY, Independence Square, Philadelphia, Pa.**

## DISPLAY ADVERTISING RATES

The

# PUBLIC LEDGER

 PHILADELPHIA

## MORNING

## EVENING

## SUNDAY

Effective January 1, 1921

All advertising for insertion on week days will be accepted only for morning and evening editions in combination

| POSITION OR CLASSIFICATION                                                                                                                                                                                                               | PER AGATE LINE      |                    |        |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|--------------------|--------|
|                                                                                                                                                                                                                                          | Morning and Evening | Sunday and Evening | Sunday |
| Run of Paper.....                                                                                                                                                                                                                        | \$ .50              | \$ .55             | \$ .40 |
| Page Two.....                                                                                                                                                                                                                            | .75                 | .90                | .70    |
| Page Three.....                                                                                                                                                                                                                          | .55                 | .70                | .50    |
| Announcements.....                                                                                                                                                                                                                       | .60                 | .60                | .45    |
| Political.....                                                                                                                                                                                                                           | .65                 | .85                | .50    |
| Reading Notices (Foot of Column, Adv. Affixed).<br>First Page.....                                                                                                                                                                       | 5.00                | 5.00               | 3.00   |
| Reading Notices (Foot of Column, Adv. Affixed).<br>Inside Pages.....                                                                                                                                                                     | 4.00                | 4.00               | 2.00   |
| <b>*SUNDAY ROTOGRAVURE-INTAGLIO SECTION</b>                                                                                                                                                                                              |                     |                    |        |
| 1 Time.....                                                                                                                                                                                                                              | ...                 | ...                | .75    |
| 13 Times Within One Year.....                                                                                                                                                                                                            | ...                 | ...                | .70    |
| 26 Times Within One Year.....                                                                                                                                                                                                            | ...                 | ...                | .65    |
| 52 Times Within One Year.....                                                                                                                                                                                                            | ...                 | ...                | .50    |
| * Minimum Space 50 lines. Forms close 12 days in advance date of publication. Column measurement 29 agate lines wide, 294 lines deep, 7 columns wide, 2058 lines to page. Cancellations not accepted within 21 days of publication date. |                     |                    |        |
| Retail Public Ledger, per line, 50c; \$1, 25c; 12t., 23c; 18t., 21c; 24t., 20c.                                                                                                                                                          |                     |                    |        |

**POSITION RATES:** When a condition of order and if available. Following or next to reading matter add 25% to rates. Following and next to reading matter add 40% to rates. Last page Public Ledger, daily, and specified page Evening Ledger, combined add 25%. Top of page, run of paper, two times the above rate per line. Top of pages 2 or 3, three times the rate per line.

| Financial, Insurance and Commercial Advertising<br>Used Within One Year: | PER AGATE LINE      |                    |                |
|--------------------------------------------------------------------------|---------------------|--------------------|----------------|
|                                                                          | Morning and Evening | Sunday and Evening | Sunday Edition |
| 1 Time.....                                                              | \$ .65              | \$ .90             | \$ .75         |
| 52 Times.....                                                            | .58                 | .85                | .70            |
| 104 Times.....                                                           | .56                 | ...                | ...            |
| 156 Times.....                                                           | .54                 | ...                | ...            |
| 312 Times.....                                                           | .52                 | ...                | ...            |

No Display Advertising will be accepted for the First page, nor any advertising for Editorial pages.

Recognized advertising agency commission 15% if bills are paid by the 15th of the month following insertion. **NO CASH DISCOUNT.**

Advertising on page 2 limited to one-quarter page or equivalent.

Rates incorrectly stated on orders are assumed to be clerical errors, and charges will be made in accordance with rate card.

strewn soil. Some of the Connecticut settlers applied their ingenuity toward making a clock cheap enough to go into the ordinary home, and less of a curiosity or luxury. The first improvement instituted was the making of interchangeable parts, which alone greatly increased the production of clocks and cheapened their cost. Next the clock was made small enough to stand upon a shelf. This advance marked a new era. The small shelf clocks, like buttons and pins, found their market on the peddler's wagon and met with an astonishing sale; no longer were clocks the badges of the rich, for every poor man could own one. Many attempts to replace wood by metal, or even glass, in the clock parts, failed, because metal was expensive and wood cheap; not until 1837 was brass cheap enough to compete with wood. That year a radical improvement was made. First, the clocks were constructed to run for one day only and not for the customary eight days, and then the interchangeable parts were made of stamped brass, and the price was \$6, a figure so astoundingly low that Connecticut became the nation's timekeeper. Peddlers carried the new brass clocks into every nook and cranny of the land, becoming nearly as famous for clocks and as "clock-tinkerers" as they had been for tin. It was this wide sale that gave the industry its start. In the field of luxuries, the peddler carried Connecticut-made silver knives, forks and spoons after the method of silver-plating on a German silver foundation was discovered. The story of the beginning of the manufacture of builders' hardware, now so highly localized in New Britain and Bristol, Connecticut, would show the same dependence upon the peddler. The peddler was the connecting link between a widespread, scattered demand and a bettered means of production.

So in many ways the peddler was the necessary go-between joining producer and consumer. Peddling started at a time when roads were but poorly kept trails,

oftentimes missing altogether, so that the lack of a better system of distribution due to this absence of better means of communication enabled peddlers to establish the custom of trading with them. When turnpikes and canals were constructed, they afforded the peddler a better means of getting about and increased his business by extending its range. But when railroads were built the peddler's knell was sounded. The steam engine was quicker, cheaper and more efficient than the horse, and people preferred trading with a man of their own community when that man could get goods quickly and cheaply by railroad.

The peddler fell from grace. He was no longer a welcome visitor bringing news and wondrous trinkets from the world outside. His former customers went to the local tradesmen, his cart lost its red paint, and his horse no longer looked well kept. Also the type of the man engaged in peddling changed; the shrewd, bareboned Yankee was replaced by the bearded Hebrew or the unctuous Greek. Within a few years after railroads first appeared the jingling tin-cart was seen only in the remote districts far away from the railroads. To-day the trolley cars, rural free delivery and the parcels post are driving the peddler even out of this market; soon he will be but a picturesque memory.

Although we must admit that the peddler deserved his reputation for being oversharp in a bargain, we must not let this fact blind us to his real service; he had a feasible way of getting goods into the hands of the users of the goods. Production without sale is failure; distribution and consumption are the life of trade. Without the peddler as distributor many of New England's industries would have waited a much longer time to be born, and then conditions would have so changed that New England probably would be their present home. New England, therefore, ought to honor the peddler for his service rather than despise him for the manner in which the service was rendered.

# The Reincarnation of Advertising Characters

In One Form or Another They Come Back, after a Lapse of Years, to Prove That They Are Just as Popular as Ever

By W. Livingston Larned

JUST when it begins to appear that trade characters have ceased to be popular, and that they are the exception, rather than the rule, in advertising campaigns, the reincarnation takes place. Our wisdom is confounded. Suddenly all the old familiar faces make their appearance, to say nothing of a great many new ones.

It has been a subject of much speculation, just why a national advertiser should decide to abandon an advertising character after spending millions of dollars to popularize it. Having exhausted every resource in building an edifice they promptly tear it down and start something else.

It is easy to suppose that the advertiser begins himself to tire of repetition. He thinks that the public must be "fed up" because an advertising department has been cooking the same dish with the same ingredients for so many years.

And, straightwith, the trade figure is put upon a shelf. The appetite for something new is gnawing.

A few years pass. Directors happen to be discussing the firm's advertising policy. They look back over a file of ancient advertisements.

And the million-dollar trade figure faces them, haunts them, is even a ghostly reprimand. Perhaps a wistful spook voice speaks from the silence: "What manner of business reasoning is this, gentlemen? You have spent millions to make me famous. I am a household name. I was very popular—more so than you realize. I was stamped on every package. And then you disowned me, put me in an advertising orphanage. Is it quite fair? For all you know, I am the biggest advertising asset you have."

It has ever been an enigma: this matter of deciding how to use a trade character. Should it be presented regularly as the main feature of every advertisement, as, say, the Cream of Wheat Chef or Velvet Joe? Or should it share the centre of the stage with other elements? Or is it permissible to make a mere footnote of the character in some obscure corner?

## TRADE CHARACTERS THAT SHOULD WORK CONSTANTLY

After a study of a great many cases we are inclined to the theory that where a trade figure has shown itself to be popular, and where it is exceeding relevant—note Old Dutch Cleanser—it should be used consistently and featured. The fixed and unchanged character is preferable to the flexible one only when the figure is an incidental. But if it is to be featured in the illustration it should change its form, its scenario. Velvet Joe has not grown stale because the old man invariably surrounds himself with new and interesting friends. He may be piping his quaint philosophy in front of a cosy hearth to-day, and out in the tobacco fields to-morrow.

Cases there are, in plenty, where trade characters have gone through a sort of strange reincarnation. They return in new guises and under entirely changed conditions. They come before the advertising curtain, bowing and smiling, as much as to say: "See, I knew I would come back. I'm as good now as I ever was. But I have a new bag of tricks. Watch me!"

For several months, the Victor Talking Machine Co. has featured its dog and the old-style horn talking-machine. A great deal has been written about "His Master's Voice," critics repeatedly point-

TO APPEAR IN THE FEBRUARY, 1921, MAGAZINES  
OF THE QUALITY GROUP

## "When They Sell to Us, the Head of the House Comes Himself"

**A**N executive made that remark as he described his company's place in its industry. And if he had written a volume he could scarcely have said more.

Have you ever wondered how your company stands with the heads of other companies?

You know that between your salesmen and their purchasing agent or between your purchasing agent and their salesmen there exists an armed neutrality born of many battles.

But if you would know how your company ranks with other executives, turn the advertising pages of this magazine and see how these companies stand with you.

A fine, representative list, aren't they? For years they have been creating in your mind a definite picture—some of them for five, ten, even twenty years. Through magazines of this type that impression has been built, for such magazines as this naturally attract you and are most welcome in your home.

To-night the six magazines whose names appear below are in 750,000 homes like yours. What are they saying about your business to men like yourself who turn these pages? Your advertising manager and advertising agent will be very glad to have you bring up this subject when you discuss plans with them.

## THE QUALITY GROUP

ATLANTIC MONTHLY  
CENTURY MAGAZINE  
HARPER'S MAGAZINE

REVIEW OF REVIEWS  
SCRIBNER'S MAGAZINE  
WORLD'S WORK



*Thirteenth Annual*  
**Louisville Automotive Show**  
*February 21 to 26, Inclusive*

THE PRINCIPAL MOTOR EXHIBITION SOUTH OF THE OHIO RIVER, opening the selling season in this territory. Whether you are represented at the show or not, this is the best time to present your sales story to your prospective purchasers hereabouts. Space in both editions is now being reserved.

And the Two Best Mediums to Reach Them With  
 Are the Two Special Show Numbers We Will Print.

*Annual Automotive  
 Number*

**The Courier-Journal**

*Sunday Morning,  
 February 20*

THE COURIER-JOURNAL is recognized by national and local advertisers as the leading Automotive Advertising Medium. This is its Thirteenth Consecutive Annual Motor Number and will be the best.

*Midweek Show  
 Number*

**The Louisville Times**

*Wednesday Afternoon,  
 February 23*

THE LOUISVILLE TIMES is supreme in its field, leading in Automotive as in all other advertising. Issued when the show is in full swing, the Midweek Show Number commands attention.

***In the 1920 Automotive Numbers***

**The Courier-Journal**

Led Louisville's other morning paper by **57** columns of advertising.

**The Louisville Times**

Led Louisville's other afternoon paper by **60** columns of advertising.

**The Courier-Journal**  
 —AND—

**THE LOUISVILLE TIMES**

THE S. C. BECKWITH SPECIAL AGENCY

New York Chicago Detroit St. Louis Kansas City Atlanta

ing out that it was a sermon in picture, a warning. Long after the style of talking machine had changed, the Victor dog barked into the venerable horn.

As a contradiction to those analysts who insist that an advertising character must be as modish as a Paris gown, the Vic-

the time there was severe criticism of this device. Many considered it far-fetched, even ridiculous. Events proved, however, that it was one of the most successful advertising pictures ever issued by the company. It was repeated and reiterated. It was featured in some advertisements and included as a mere postscript in others. Right up to to-day, the giant with the sledge hammer is retained.

Many advertisers have stock arguments, pictures and pieces of text filed away for sudden emergency. They are tried, tested, known to get results. And periodically they are dusted off and set in motion again. In this class is the O'Sullivan giant pounding away at the shoe on the anvil.

The National Biscuit Company has many trade figures, but, as has been pointed out in past articles, the little Uneeda boy, in his storm-proof coat and his dripping sou'wester, is the most enduring and substantial. It will be observed that these advertising characters which live, which

come back every so often, are the more legitimate examples of advertising in picture form. The Uneeda boy was devised to suggest the "weather-proof," moisture-proof idea, as exemplified by the inner-seal device. Perhaps Sunny Jim would be very much alive to-day were it not for his flippancy.

The Cliquot snow-boy, a character for ginger ale, is a flexible creation now parading joyously through various campaigns. The Michelin tire-man is now being used continuously, taking an active part in all displays. Time has not seemed to dull the utilitarian purposes of the Quaker Oats advertising.

## GOODELL-PRATT 1500 GOOD TOOLS



Mr. Punch Makes Holes

**Y**OU push the handle—the drill automatically turns a clean, uniform hole the exact size you want. You can see it in place without guess work, and it is a great time-saver. Drills are made of high grade steel. Drills are hardened or surface worn just as readily, with no chance of splitting.

One hand holds the handle with the holes in the end. It holds eight different sizes of drill points, each in its own compartment. The holes allow for quick selection of the exact size needed.

Mr. Punch can do any job you want him to do for Mr. Punch does every job. Home "parties" need him mostly for every job. He costs \$2.50.

The Amateur Bench Lathe, with different attachments, illustrated on the opposite page, makes an ideal addition to any workshop.

AN INDEFATIGABLE WORKMAN WHO DOES NOT SEEK RETIREMENT

tor company has started a new campaign of education on its old symbol. "Both the picture 'His Master's Voice' and the word 'Victrola' are exclusive trade-marks of the Victor company," says the text. "When you see these trade-marks on a sound-reproducing instrument or record, you can be sure it was made by the Victor company. Being a registered trade-mark, the word 'Victrola' cannot lawfully be applied to other than Victor products."

A number of years ago O'Sullivan Heel advertising introduced a striking illustration of a brawny giant, pounding away at a shoe on an anvil. It is recalled that at

# Detroit News Leads Also in Sunday Advertising

THE great circulation lead of the Detroit Sunday News has brought that issue into first place also in volume of advertising. During 1920 the Sunday News carried 7,838,000 lines of advertising, leading its only Sunday competitor by 97,328 lines.

The Rotogravure Section of the Sunday News particularly proved a favorite with Sunday advertisers, this section of the paper showing a lead of 43% over its only Sunday competitor and an increase over its own record of 1919 by 300%.



**The Detroit News**  
SUNDAY AS WELL AS DAILY  
*The Advertiser's Exceptional  
Opportunity*  
*"Always In The Lead"*

During the period of the war, when merchandise was easy to sell, all kinds and conditions of high and lofty ad-tumbling were engaged in. The changing market has made it advisable to dig up these earlier successes and to make people remember lines that were once common talk and household pets.

When interviewed on the subject, one user of a quite famous figure, said:

"I feel this way about it: if a firm has thought enough in the beginning, to advertise a character over a long period of years, it should not abandon it nor neglect its use. The public comes to identify a certain product with a certain established trade character. To eliminate it is as bad as to remove something from a label design.

"We operate in this fashion—on certain occasions we feature our trade figure almost to the exclusion of everything else. Then we run a series, perhaps for a year, with the figure small. For one season we eliminated this figure entirely from general copy, but featured it in a special newspaper campaign.

"At another time we used the character only on direct-by-mail matter. Never have we allowed it to disappear from our advertising entirely. It represents a solid investment. To ignore this would be to leave a valuable machine standing idle.

"I know of one very large concern that has, to my way of thinking, made a serious advertising mistake. For the better part of twelve years it used a charming little trade figure. The public looked upon the creation with sentimental attachment. It was a cute girl of a particularly winsome and lovable type.

"This character became so popular that musical reviews referred to it, and children came dressed as if during masquerade parties. The advertising account changed hands. A new advertising manager stepped in and there was a general house-cleaning.

"Now an entirely new method



ONE interested reader of our P. I. ad wrote: "By the way, what does an advertising agency PLUS mean. Plus what — ?" Right now many others unquestionably are, or should be, interested in our answer. So here it is: For 25 years we have been accumulating the firing-line experience which is back of our claims PLUS, in order to know the problems of executives, sales and advertising managers.

When a 30c fuse "blows" because it is too light, it makes a \$10,000 car worthless so far as making that trip is concerned. So apparent details become pivotal points.

We never have been able to see advertising except as part of merchandising. And merchandising means profitably carrying the right product right through to the consumer. Strong-arm stuff and piffle in some cases "got by" in war times. But now—we are up against the acid test—the kind of test we solicit. But to get back to the PLUS.

For a farm implement manufacturer our service included a plan that secured 50% "Show Me" cards signed by dealers. These names had been thrown out by salesmen who knew their territory well (?) and whom they said "were not worth fooling with." These same salesmen then secured signed contracts from 37% of the 50.

A plan for another manufacturer moved over 16,000 skirts, when their salesmen during the same period sold but a few over 10,000. For a sheet metal manufacturer we increased the percentage of "quotation requests" sold, from 23% to over 60%. For another client—a systematized correspondence plan saved thousands of dollars—cost of dictators and stenographers—and during the same period,

increased mail orders from 690 to close to 1400 per month. A merchandising plan, just completed for a manufacturer who recognized the PLUS, changes piston rings from a competitive commodity to a uniquely complete internal combustion power unit service.

A system we developed for maintaining new accounts changed "nibblers" into members of a dealer family. Changing sales girls into modistes, so far as consumer's impression was concerned, proved just the difference between a dress and an exclusive creation. Making heads of stocks members of a merchandising board, broadened the individual vision and enthusiasm to an extent that favorably met a cash box test. Another client of ours was going to fire three of seventeen salesmen. We changed the convention program and meeting-place. Result—two weeks later one of the three headed the list, the second crowded him strong and the third did well enough to be retained. That's salvaging profitably.

Of course we render general agency service, which includes research, plans, copy, art, media and production. And when we say something will be completed by 4 o'clock to-morrow afternoon—we mean just that.

Careful analysis proves that too much advertising is called upon to bear burdens which rightfully belong elsewhere. So we equipped with man-power and experience to lighten or eliminate these burdens.

The HEEGSTRA Force helped total an eleven-time (1100%) increase in farm engines the first year of the campaign—sales to date over \$17,000,000—to over 300,000 farmers—through about 6000 dealers, of which over 3000 are new since this remarkable sales drive started.

These are just a few "high lights" of our PLUS which increases results per advertising dollar invested. It might prove mutually profitable to let us tell you more. You say the time and place, without obligation of course.

**H. Walton Heegstra Incorporated**

ADVERTISING 25 E. JACKSON BOULEVARD, CHICAGO MERCHANTISING

# \$25 for a Slogan

DOMESTIC ENGINEERING offers the sum of \$25 for the best slogan submitted in connection with its "Take a Bath Every Day" campaign. The full amount of the prize will be awarded to each person submitting the winning slogan.

This campaign has been under way over a month, and DOMESTIC ENGINEERING has gathered much data to prove that daily bathing is conducive to health, self-respect and good morals.

Medical men and heads of health departments throughout the country have contributed a fund of information to which wide publicity is being given.

To further this movement DOMESTIC ENGINEERING desires a slogan which must express briefly but clearly the advantage of the daily bath.

The contest closes January 15th. Send your slogans to the Slogan Editor, DOMESTIC ENGINEERING, 407 S. Dearborn St., Chicago, Ill.

Member  
Audit  
Bureau of  
Circulations  
  
Associated  
Business  
Papers, Inc.

of approach has been featured. The character of the copy is changed. There is nothing in common with what had been used for those twelve business years. The little trade figure was laid away in camphor on a very high shelf.

"In my own mind, I am convinced that it was an exceedingly dangerous thing to do. The one thing which gave the advertising and the product a definite style has been removed and now the campaigns resemble a dozen or more others current in the magazines."

More and more, people must be made to remember a certain product. Names must be bolstered up with picture symbols and ideas. That was why the first trade character was devised.

Business-paper advertising of late has given us these trade figures, some not seen since before the war.

#### THE "MEXICAN BOY" RETURNS

There is a livening of interest in characters long dormant. Who has not seen the picturesque reawakening of the Price Flavoring Extract Mexican boy? We had occasion, some months ago, to refer to this campaign, but since that time, even more radical things have been done. Price's "Tropikid," as he is called, dressed in attractive velvet costume and a big Mexican sombrero occupies the star dressing room. He has been lifted from the package and brought very much to life.

If the young housekeeper smiles as she goes about her kitchen tasks, then the Tropikid stands at her side, whispering friendly advice into her ear. Even the text further exploits him: "Let the Tropikid breeze into your kitchen, bringing with him Price's Vanilla and an assurance of successful flavoring in all your deserts and pastries."

In short, to-day advertisers are compelled to sell a brand, rather than the idea of its use. There must be concentration of purpose. The patent, interchangeable advertisement, which, in its generos-

## LEADING ADVERTISING MEN ENDORSE OUR SERVICE

Think of this!—when you use our service you can get a 10-second answer to practically any question about over 6,000 publications on circulation analysis, detailed advertising rates, mechanical requirements, etc.

It's the last word in completeness, accuracy, dependability, accessibility. Everything wonderfully classified—enables you to make instant comparisons—helps you to think clearly—saves you from cracking your head searching for information in an individual rate and data file.

Your time is valuable. Save it. You can do it with our service—50 to 500 hours a year. Our service is revised and issued monthly. All information in it is right up to the minute.

#### Copy on Approval

Prove to yourself—by seeing it—that our service is just the thing for you in your work. Drop us a line on your letter-head, and we will send you a current copy on 10 days' approval.

FOR AGENCIES AND ADVERTISERS

# STANDARD RATE & DATA SERVICE

THE NATIONAL AUTHORITY  
304 Saturday Night Building  
DETROIT, MICH.

#### References:

Any Advertising Agency  
National Advertiser  
Publisher or Publishers' Representative

# YOU

who have never used an Art Service, may have some misgivings as to the ratio maintained between art and service in such an organization.

We, who have specialized in nothing else, have built our organization on our ability to give the utmost in service consistent with the foremost in advertising art.



**Louis C. Pedlar, Inc.**

Counselors in Art

**246 Fifth Avenue**

**N. Y. City**

ity, sells the other fellow's goods, is not so much in favor, and the trade character is a step in the right direction. It represents something which no other advertiser can use.

Have you observed how Mr. Punch, the Goodell-Pratt figure, is the hero of the current campaign? It is not unusual to see him as the feature of an entire page, larger than any character has ever been employed before.

The Red Crown Chef-ess, a new creation, is the heroine of innumerable displays. Art departments are busy inventing novelty characters for new accounts.

It is not conceivable that advertising can remain inflexible. No set style can be adhered to, year following year. Times there are, when a trade character is not the correct feature for a campaign. Then again, it will be indispensable. This era is upon us as we write.

Notwithstanding which, the mortality is great. Many trade creations die aborning. They were never right from the beginning. They did not seem to contain the elements of wide popular success. The public would not accept them. Others are a success from the very first.

It is seldom advisable to attempt to force a trade character. Repetition of it does not necessarily mean an ambition realized. We have seen a cool million blown into space in an earnest effort to make the public like an advertising character that was faulty in its construction.

## P. I.—The University of Business

HAWLEY ADVERTISING COMPANY, INC.  
NEW YORK, December 30, 1920.

*Editor of PRINTERS' INK:*

Thank you very much for your letter of the 28th, enclosing reprint of an article which I had carefully read. I am glad to have a reprint for file purposes.

Some day when I have time and feel in the mood I am going to tell you some of the things I think about PRINTERS' INK. Just one now—it is the greatest loose-leaf kept-up-to-date text-book that I know anything about. And it's a text-book covering the business that I never get tired of studying.

JOHN H. HAWLEY.



TYPOGRAPHY,  
as we practise  
it, makes black  
type read; makes  
white space a green oasis;  
makes borders which dec-  
orate, not desecrate; makes  
each line-o'-type a Hogar-  
thian line of beauty; makes  
much of trifles, for "small  
sands make the mountains;  
moments make the years,"  
and altruistic love of the  
thing you do makes you great  
in the doing of it, from lay-  
ing the corner-stone of a  
cathedral to laying corner-  
rules of an advertisement

PHILLIPS & WIENES

*Typographic Servants*

160 East 25th Street  
New York



# Manufacturers Record

Exponent of America



## 35% Increase in Net Paid Circulation

An examination of the circulation figures for the yearly period, July 1, 1919, to June 24, 1920, shows an increase of 35% in the net paid circulation of the Manufacturers Record.

And based upon its present net paid circulation, the advertising rate per thousand is lower than it was July 1, 1919.

This increase in circulation has been due to the strong and fearless discussions in its editorial and news columns of the big, fundamental business and national problems facing the country.

Not only is the Manufacturers Record being more widely and more closely read by an increasing number of the executive and operative officials of America's leading business establishments, but it continues to be, as it has always been, "the most widely quoted industrial paper in the world."

Many of the country's important manufacturers of machinery, equipment and supplies—over a thousand in all—are regularly using the advertising columns of the Manufacturers Record to strengthen and increase their sales.

*Additional information with advertising rates and circulation statement will be gladly furnished*

## Manufacturers Record

BALTIMORE

MARYLAND

Member: Associated Business Papers, Inc. Audit Bureau of Circulations.

## Co-operative Farm Marketing Brings Prosperity

Stabilizes Farmer's Income, Making Them Contented and Fixed and Prevents the Farmer from Selling at a Loss—Advertising Men Share in this Prosperity

By J. F. Langner

THE movement for organized commodity farm marketing is spreading like wildfire. From every section of the country farmers are asking us to tell them how we do it. We say, be sure your form of organization is right, grade and pack your products properly, organize the entire commodity and not the locality. And tell them to be sure their financial plan is right so that they can merchandise their products and advertise them so as to stimulate consumer interest. We recognize that it is up to the producer to stimulate consumption.

The wheat growers, the cotton growers, the tobacco growers and many other of our basic industries are organizing upon this Pacific Coast commodity plan, not merely into local or even State-wide associations, but into great nationalized marketing associations based upon the economic necessity of the times and centralizing the marketing of the commodity of the entire nation.

There is a social as well as an economic phase to the co-operative farm movement. Whenever a farmer sells below cost he takes his loss out of his standard of living. That is why the standard of living on many farms is three generations behind that of 1920. Farmers are not going to the Pacific Coast because of climate alone. They are settling there because they can join these associations and secure fair prices every year for their farm products. Then they have attractive homes, pianos, talking machines,

From an address before the Chicago Council, American Association of Advertising Agencies, on January 4.



## "PUNCH"

The Most Famous and Influential Humorous Journal in the World.

## "PUNCH" ALMANACK

Issued early in November each year. The leading and most continuously successful Christmas Number and Annual published in this country.

## "PUNCH" SUMMER NUMBER

Published early in July of each year. First issued as a Special Number in 1920 and scored an immediate success, being received with a warm and hearty welcome; is now equal in importance to the Almanack.

**A**DVERTISING space in "PUNCH," "PUNCH" ALMANACK and "PUNCH" SUMMER NUMBER is strictly limited. The demand for space is very much greater each year than can be accommodated. It is an axiom that for the advertising of high-class goods and service to Britons at home and abroad there is no value equal to that offered in "PUNCH'S" advertising pages.

As an instance of the appreciation by high-class advertisers of that value, it may be mentioned that

On October 1, 1918, all the available space in the regular issues of "PUNCH" was booked up for 15 months in advance.

On November 1, 1919, all the available space in the regular issues of "PUNCH" was booked up for 14 months in advance.

On June 1, 1920, all the available space in the regular issues of "PUNCH" was booked up for 19 months in advance.

The only space available in the regular issues of "PUNCH" for 1921 will be that which is surrendered. What about 1922?

ROY V. SOMERVILLE  
Advertisement Manager "Punch"  
10 Bouvier Street  
London, Eng.

"Punch" Office      October 1, 1920



# Graffco

TRADE MARK REG. U.S. PAT. OFF.

## Products



### Graffco

TRADE MARK REG. U.S. PAT. OFF.

#### SIGNALS

attached to cards in your card files will save you many a minute—oftentimes many a dollar. Their mission is to classify, simplify and make more workable the data more or less confusedly stored in complicated card files. They locate information instantly. They are wonders for follow-up, etc. Not a system, but the life of systems. Very durable. Millions in use. Samples free.



### Graffco

TRADE MARK REG. U.S. PAT. OFF.

#### INDEX TABS

are made of highest-quality rolled Bessemer steel, with celluloid face, and plainly printed artistic letters. Will not slide around. Will hold fast. Can be wiped clean instantly with damp cloth. See them and buy them at your dealer's.



### Graffco

TRADE MARK REG. U.S. PAT. OFF.

#### CLIPS

hold 2 to 60 letters with a vice-like grip, yet never tear or mar, and can be removed as quickly as attached—*like a flash!*  
**No. 2** All one piece of Bessemer steel, un-rustable with rounded corners and a clever double-grip spring tongue. Valuable papers are safe from clip damage, when fastened with Graffco Clips, and they will not work loose from the clips. Three sizes. Samples free.

### GEORGE B. GRAFF COMPANY

Mfrs. of Graffco Pencil Sharpener  
 18 BEACON ST., SOMERVILLE,  
 BOSTON 42, MASS.

automobiles, good roads, send their children to college and live happy and contented lives. California has the second largest University in America, yet its population is not as large as that of Chicago. The principal reason is that the farmers are now in a position where they know that year after year they are going to be prosperous and they are sending their boys and girls right through universities.

These organized and prosperous farmers buy their necessities and luxuries as well from the local merchants and deposit their money in local banks. The whole community becomes prosperous. The local jobbers are always sending to the manufacturers in Chicago and elsewhere for more goods. More labor is thus employed. Labor has more money to buy both the manufacturers' and the farmers' product. There is an endless chain of prosperity, predicated upon a fair price for the farm product. Even advertising men get their share of this prosperity. Manufacturers spend more money advertising because of the greater consuming power of the buying public. Even this year, in spite of losses exceeding six billion dollars in the grain and cotton crops, it is estimated that American farmers will still have \$22,000,000,000 to spend for manufactured and food products. Agriculture is indeed the great basic industry and it is moving toward organization on an industrial basis with adequate financial plans, merchandising and advertising policies.

May I conclude by suggesting to you that you will find it profitable and instructive to investigate thoroughly this movement, which offers to you untold opportunities for good and valuable counsel to the farmers of this country and the greatest source of future business to yourselves which the nation can hold out to you?

*Western Refrigeration and Ice, San Francisco, Cal., will be changed in name to Refrigerating Age beginning with the January number.*

# Profits That Lie Hidden In This Proved Medium

Advertisers Are Finding "New Success" a Rich Source of Steady Profit. Many of Them Used Keyed Copy Which Appears Month after Month—Proof Positive of the Power of "New Success." You, Too, Can Cash In By Adding to Your Schedule a Periodical, which Assures You Not Merely Readers but Real Buyers.



HERE are real profits for you now hidden in New Success Magazine! Month after month others are proving it. Some of them sell direct from the advertising with keyed copy. And they come back for more month in and month out!

The advertising power of a publication depends largely on the type of its readers. New Success Magazine has one of the World's Greatest Magazine Editors—Dr. Orison Swett Marden. This man's Magazine and his message have drawn to him earnest, thinking men and women—wide awake to advertising! Not readers only—

but responsive BUYERS—as proved by the figures of advertisers.

And any periodical that can produce a profitable punch for the advertiser who depends solely on the appeal of his advertisement for direct selling, certainly ought to interest the space buyer of general publicity copy.

Surely you want a Proved Medium on your schedule. You cannot afford to pass by these several hundred thousand followers of Dr. Marden and his Magazine. Enter New Success Magazine on your schedule and get the profits that now lie hidden there waiting for you!

100,000 Net Paid—A. B. C. Guaranteed

## The New SUCCESS

MARDEN'S MAGAZINE

1133 Broadway, New York

CHARLES H. DESGREY  
Advertising Manager

CHARLES H. SHATTUCK  
770 Peoples Gas Bldg., Chicago, Ill.

FRANK H. BURNS  
Little Bldg., Boston, Mass.



"For the past twenty-eight years this Register has conscientiously served buyer and seller; each year has seen a marked advance in the quantity and quality of the service; and to-day it is conceded to be the most complete and reliable publication of its kind."

THE SCIENTIFIC AMERICAN.

## Hendricks' adopts new size

¶ The publishers of *Hendricks' Commercial Register of the United States* for Buyers and Sellers announce the adoption of the standard 7 x 10 type-size page for the 1922 Edition.

¶ Since its inception in 1891 the number of pages has been increased with each annual issue until the 29th (1921) edition, just published, contains about 3,000 pages. Beyond this the binders advise that it is impracticable to go and still produce a book that will stand up under the constant use to which this reference book is put by buyers seeking reliable information as to sources of supply.

¶ The larger page will enable the publishers to continue their policy of expansion, necessitated by annual revision and addition, and keep the number of pages within a reasonable limit.

¶ The 7 x 10 type-size page, conforming to the standard page of the leading trade publications, will enable advertisers to use the same copy and cuts prepared for their regular list without the additional cost of special cuts and layouts.

¶ Specimen pages and rates will be sent on request.

*Applicant for Membership in A. B. C.  
Departmental Member Association of North American Directory Publishers*

## HENDRICKS' COMMERCIAL REGISTER of the UNITED STATES

Henry H. Burdick, Treasurer and Managing Director

70 Fifth Avenue and 2 West 13th St., New York, N. Y.

San Francisco  
1202 Hearst Building

Toronto  
160 Bay St.

Chicago  
508 So. Dearborn St.

# A Code of Ethics for Buyers and Sellers of Art Work

Art Directors Club Takes First Step in Formulation of This Code by  
Selling Questionnaire to Various Advertising Interests

THE formulation of a code of ethics and professional practice for the buying and selling of art work has been undertaken by the Art Directors Club in New York. This club has among its objects the promotion of the best interests of art, applied art and advertising by collective public participation in art affairs and is directing the work through a committee of its members.

The committee, known as "The Committee on Ethics and Relationships with Artists," has as its members: Nathaniel Pousette-Dart, chairman; Ray Greenleaf, Egbert G. Jacobson, Harry Thayer, Heyworth Campbell, Franklin Booth, Byron Musser, Pierce Johnson and Frederick R. Gruger.

The members of this committee have been drawn from the various interests represented in the club: art directors of advertising agencies, art services, publications and other businesses, free lance illustrators, designers and craftsmen.

As the first step in its appointed work this committee has prepared a lengthy questionnaire. Copies of this questionnaire are now being sent to advertising agencies, publishers, photo engravers, printers, lithographers, art directors, free lance artists, art editors and illustrators.

The questionnaire, containing thirty leading questions, has a wide scope. Among some of the questions most important to the advertiser are the following:

"Write freely your opinion of the desirability and possibility of standardizing of prices for finished drawings, both advertising and editorial.

"Do you believe it would be possible and fair to standardize the cost of preliminary sketches, classified into well understood groups, such as:

"Pencil sketches for newspaper layouts;

"Pencil sketches for magazine layouts;

"Pencil sketches for decorative designs or labels;

"Color sketches for magazine advertising;

"Color sketches for car-card advertising;

"Color sketches for poster advertising.

"Do you believe the artist should be paid for unused sketches at the same rate as for used sketches?

"What is your opinion of giving a sketch made by one artist or service without his knowledge to another artist or service for completion?

"What is your opinion regarding the reproduction of the artist's signature on advertising drawings?"

Among other interesting questions are:

"Where an advertising agency prepares or purchases for a client whose recognized agent he already is, layouts, sketches or preliminary set-ups not specifically ordered by that client but which in his opinion are necessary to the satisfactory conduct of the account, and these are subsequently rejected by the client, should the agency be reimbursed for them?

"If, in the working out of a drawing, the artist contributes a new idea, other than the one originally expected and this idea is adopted, do you believe he is entitled to extra pay?

"Write freely your opinion of the growth of art service organizations and its relation to the future of illustration and commercial art.

"Would you be interested in helping to support a school run by this club?

"Would you uphold the decisions of a Committee on Ethics appointed by the Art Directors

**VENUS PENCILS**

*The largest selling Quality pencil in the world*

**T**HERE'S a VENUS for every part of your advertising plant—for the hasty memos of executives, the rapid work of copy writers, the rough drawings and finished pencil sketches of artists, and for the use of the stenographic and bookkeeping staff.

17 degrees of softness and hardness 6B to 9H.  
B's indicating Softness  
H's indicating Hardness

6B or 5B for copy or art work  
3B or 2B for stenographic work  
HB or F for general writing  
H or 2H for ledger work

per doz.  
Plain Ends, \$1.00  
Rubber Ends, \$1.20

**American Lead Pencil Co.**  
**205 Fifth Ave.**  
**New York**  
**and London, Eng.**

*At stationers and stores throughout the world*

Club and authorized by this club to rebuke unethical practices in the buying and selling of commercial art, such as:

"Unrecognized commissions, graft, etc.;

"The showing of an artist's proofs by a service with which the artist has no definite arrangement to produce work;

"Reproducing from a sketch in lieu of a finished drawing when the original charge for the sketch has been made on a nominal basis;

"Reducing an artist's bill without consulting him.

"Would you subscribe to the organization of a confidential exchange for furnishing reciprocal information as to credit, business reputation, etc.?

"What is your opinion of the exercise of practices amounting to boycott of artists, art services, magazines or advertising agencies as groups?"

The committee has called especial attention to the fact that the inclusion of any question does not imply that a definite position upon it has been taken.

"The code of ethics," Mr. Pousette-Dart, chairman of the committee, informed *PRINTERS' INK*, "will be prepared from the answers received in collaboration with representatives of the various other interests in the advertising and publishing fields. All answers will be treated as confidential and will not be published.

"The formulation of this code," he also said, "is only one effort in our programme to better conditions in our field.

"Certain practices have not been what they should have been. The acceptance of a code of ethics will among other things make it possible to teach the young men entering our business the accepted rules of the game."

The committee expects that it will require three or four months' time before it can submit a report on the code which should be adopted.

The advertising activities of the Cheney Talking Machine Company, Chicago, are at present being directed by C. E. Swanson.



A GOOD FARM PAPER for GOOD FARM PEOPLE

## Paul B. Talbot The Iowa Farmer Corn Belt Farmer

A full-page advertisement appeared in the August 12th issue of this paper announcing that Paul B. Talbot, who had been with the Corn Belt Farmer since 1913, had become its publisher and owner.

We now have the pleasure of announcing that Mr. Talbot has brought about a consolidation of the Iowa Farmer with the Corn Belt Farmer and that he will publish these two papers as one under the title "Iowa Farmer and Corn Belt Farmer," with M. A. Coverdell as Editor.

This consolidation is of far-reaching interest to the farmers of the Middle West and especially Iowa, as it will touch 166,000 farm homes and the lives of over half a million farm people. It is of equal interest to commercial and livestock advertisers, as it completely changes the complexion of the farm-paper situation, in Iowa especially.

The consolidation takes effect with the February issue of the Corn Belt Farmer, forms closing January 15th. Total circulation will exceed 166,000 with more than 100,000 in Iowa—balance confined to the Corn Belt. Rate \$1.00 a line.

The same clean-cut, aggressive editorial policy, championing the cause of agriculture, that has put Corn Belt Farmer in the front ranks with the best farm papers of the United States will be vigorously pursued and maintained in the "Iowa Farmer and Corn Belt Farmer."

Published Monthly at Des Moines, Iowa, by  
**FARM PUBLISHING COMPANY**

*Advertising Representatives*

CONE & WOODMAN, INC.

New York

Chicago

Detroit

Kansas City

Atlanta

# The LEXINGTON HERALD Dominates

The great Kentucky oil-fields.

The automobile and truck distribution center for Kentucky.

The largest loose-leaf tobacco market in the world.

The greatest thoroughbred stock-raising section of the United States.

The focal point of jobbing distribution for a tributary section embracing fifty counties, connected with Lexington by interurban, railroad and truck delivery service.

The center of production of hemp, blue-grass seed, hay, corn and wheat in Kentucky.

The headquarters of Eastern Kentucky coal-mining operators.

A considerable manufacturing industry in flour, feed, corn products, building materials, tobacco products, soft drinks, garments, boxes, tobacco hogsheads, tents, awnings, farm gates, oil refinery and railroad shops.

Lexington is a city of 45,000 American people, live, progressive and wide awake, to-day in the midst of a tremendous boom in manufacturing, merchandising, building and financial activity. The Lexington Herald is the only morning paper in Central Kentucky.

*For further information about this great market address Service Department,*

THE LARGEST SUNDAY CIRCULATION  
THE LARGEST DAILY CIRCULATION

## THE LEXINGTON HERALD

Lexington, Kentucky, or

JOHN M. BRANHAM CO.

|         |             |           |               |         |
|---------|-------------|-----------|---------------|---------|
| Chicago | New York    | St. Louis | Detroit       | Atlanta |
|         | Kansas City |           | San Francisco |         |

## Which Scores—Sales or Linguistic Ability?

A recent visitor chanced to ask the languages spoken by a certain employee. When told that the man spoke French, German, Portuguese, Spanish and English the visitor exclaimed, "You must pay him \$25,000 a year!"

While it is true that two-footed linguists, like two-footed encyclopedias, command a higher price than ever in history, the price set was, roughly, ten times too high. The export trade of the United States can well stand a higher average of linguistic ability. But that is a detail. Sales sense, organizing ability and original and deep thinking are the real requisites for the export manager and his immediate staff. Knowledge of languages is of value only as it prevents the placing of an artificial obstacle between seller and buyer.

Nor is it always wise for the export manager to air his linguistic ability. I saw an order lost a few months ago because the export manager, feeling that his visiting customer was reaching the limits of his English, replied in Spanish. His customer rightly felt this to be a reflection on his knowledge of English, and a chilled silence and an early end of the conversation resulted.

Linguistic ability is an asset—but one easy to exaggerate.—*The World's Markets*.

## A New Publication for the Southwest

A new publication, *Southwestern Industrial Survey*, to be published in Dallas, Texas, will appear about January 30. T. W. Murtha is publisher and Donald Lowrie, former associate of Thomas Drier, Boston, and recently editor of the Dallas, Texas, *Saturday Night*, is editor.

The size of the printed page will be 7½ by 10 inches. The publication will cover news of the general industrial development of the Southwestern States.

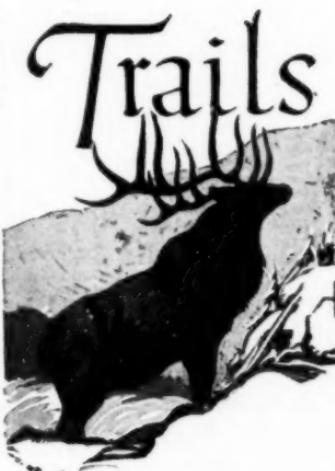
## Modesto, Cal., "Herald" Ownership Changes

T. C. Hocking, founder of the Modesto, Cal., *Herald*, and for seventeen years the active head of that paper, has sold his entire interests to a group of business men of Modesto. The management of the paper will be in the hands of Leslie A. Ferris.

## California City to Advertise

The Santa Cruz County, Cal., board of supervisors has appropriated \$1,500 for publicity in Pajaro Valley, and a like amount has been appropriated by the Santa Cruz Chamber of Commerce.

M. J. Hutchinson, formerly business manager of the Edmonton, Can., *Bulletin*, has become manager of the Canadian National Newspaper and Periodical Association, the group formerly known as the "Trade and Class Section" of the late Canadian Press Association.



THE history of man has been the making and following of—Trails.

The herd-mate, the hunter, the naturalist, as they follow the dimpling dots over the snow each has a different thought or reason, but each follows because of the fact that every trail is a record.

Today the records we make in our printed messages are definite trails whose story will be read by those we never see. The excellence, in each detail to the trail follower is an interpretation of the same quality in ourselves or our product.

**Gatchel & Manning, Inc.**  
C. A. Stinson, Pres.  
PHOTO-ENGRAVERS  
Philadelphia



**You Can Cover Rochester with the Times-Union**  
 First in Its Field

Comparison of City Circulation

Ask Our Service Department for Facts

**F. A. WOOD, Adv. Mgr.**  
 J. P. MCKINNEY  
 334 Fifth Ave. 122 So. Mich. Ave.  
 New York Chicago

## Business Papers Make Appointments

The *Northwestern Druggist* and *Candy and Soda Profits*, St. Paul, are now represented in Chicago and immediate vicinity by J. A. Young.

*Candy and Soda Profits*, recently launched, is published by The Profits Publishing Company, of which J. R. Bruce and F. M. McCabe, of the *Northwestern Druggist*, are respectively president and secretary. Max I. Barth, New York, represents the new publication in the East.

## St. Paul Has Better Business Bureau

The Truth in Advertising Department of the Town Criers' Club, St. Paul, Minn., has become the Better Business Bureau and the scope of its work has been broadened. Frank M. Moore has succeeded Walter Mallory as secretary, Mr. Mallory having resigned. Charles E. Buckbee, of the Buckbee-Mears Co., is chairman of the Better Business Committee of the club.

## New Interior Sign Company in Chicago

The Advertising Products Company is the name of a new Chicago concern formed for the manufacture of interior illuminated display signs for national advertisers. Edward R. Seger, for a number of years with the Thos. Cusack Co., is manager. His assistant is O. A. King, formerly of the Stolz-Williams Company and the Osgood Studios.

## W. H. Milligan with Minneapolis "Journal"

W. H. Milligan, for many years advertising manager of Field, Schlick & Co., St. Paul, Minn., department store, has joined the staff of the Minneapolis *Journal*. He is succeeded at Field, Schlick & Co. by Randall Sweeney, formerly on the advertising staff of the St. Paul *Dispatch* and *Pioneer Press*.

## Worcester "Evening Gazette" Bought by T. F. Ellis

The entire stock of the Worcester, Mass., *Evening Gazette* has been purchased by Theodore T. Ellis, owner of the *Telegram*, morning and Sunday. The name of the publication will remain unchanged.

## "Hendricks' Register" to Have Larger Page

It is announced that the 7 x 10 type-size page will be adopted for the 1922 edition of "Hendricks' Commercial Register of the United States," published by the S. E. Hendricks Company, Inc., New York.

# A Pre-War Advertising Rate Basis

*Under date of December 30th, 1920*

## **Today's Housewife**

*Announced its return to a Pre-War Rate Basis*

**NEW RATES BEGINNING MARCH, 1921,  
ISSUE**

\$3.00 per line, \$2,000.00 per 800 line page, prorated to quarter pages. Second and Third Covers, 4 colors, \$2,500.00. Fourth Cover, 4 colors, \$3,200.00. Inserts, 4 colors, \$2,700.00.

A slight but encouraging break in wartime costs; the exceptional facilities of our big Cooperstown plant, where we now print twenty-seven other publications, and the belief that the best interests of advertising generally will be served by getting rates back to pre-war levels as fast as possible, have prompted us to make this move at this time.

Commodity prices are falling and we feel we should exert ourselves to the utmost to assume our share of responsibility during this period of price and business readjustment.

**We guarantee no reduction in circulation—  
every issue over half a million.**

**TODAY'S HOUSEWIFE**  
*A Service Magazine*

461 Fourth Avenue, New York

**J. B. HERSHEY.**  
Western Adv. Manager,  
People's Gas Bldg.,  
Chicago.

**RUFUS FRENCH, INC.**,  
Eastern Adv. Manager,  
1133 Broadway,  
New York.

**CHARLES DORR,**  
New England Manager,  
6 Beacon Street,  
Boston.

## Announcement

On January 1, 1921, the ORANGE JUDD FARMER established its own advertising department independent of The National Farm Power, or any of its publications, with whom it has enjoyed long and pleasant association.

Mr. Wm. M. Springer, Mr. C. H. Giddings and Mr. C. S. Bokelund have been retained for the ORANGE JUDD FARMER organization, which is equipped to render an intensive advertising and merchandising service covering the Illinois territory.

**THE  
ORANGE JUDD  
FARMER**

ARTHUR C. HAUBOLD,  
*President.*

## Machine and Tool Publication Has New Owners

Beginning with the January, 1921, issue, the International Trade Press, Inc., Chicago, became the publisher of *The American Machine and Tool Record*, which for ten years has been published by H. Hilman Smith, at Cincinnati. The publication office has been moved to Chicago. Mr. Smith will continue as editor-in-chief. The Cincinnati office will be maintained at the same address as heretofore.

Robert E. Powell, who for the last two years has been Eastern manager of *The American Machine and Tool Record*, has joined the organization of the International Trade Press, Inc., and will be located in the New York office of this company.

## Humbert and Jones Form New York Agency

K. E. Humbert, recently advertising manager of the H. K. H. Silk Company, and R. C. Jones, recently assistant advertising manager of Cheney Brothers, both of New York, have, with other interests, formed the Ralph Kingsley, Inc., Advertising Agency, New York. Both Mr. Humbert and Mr. Jones were at one time with Frank Seaman, Inc.

## Philadelphia Has New Agency

A new agency has been established in Philadelphia, under the name of the P. M. Allen Advertising Service, by Philip M. Allen, formerly copy-service chief of Clark-Whitcraft Co., Inc., of that city. Prior to that connection, Mr. Allen was with the Philadelphia *Public Ledger* for five years.

## Canada Newspaper Reduces Subscription Price

The Halifax, N. S., *Chronicle*, on January 1, reduced its subscription price to \$6 a year "in the belief that the pinnacle of high costs of production has been reached and that hereafter there must come a decrease."

## R. L. Cook's New Position in Cincinnati

Russell L. Cook, formerly advertising manager of the Icy-Hot Bottle Company, Cincinnati, is now advertising manager of the Rheinstrom Bros. Co., also of Cincinnati.

## John M. Leddy Agency Changes Name

The John M. Leddy Advertising Agency, New York, has changed its name to Leddy & Johnston. The partnership established in 1910 remains the same.



## Trade-Mark Your Packages

*with a distinctive  
design*

Ever notice that some package goods look remarkably like others?

Change the name of the concern and they would do for one as well as another. They may be beautifully colored, but there is nothing distinctive about them.

Make your packages "stand out"—different from the other fellow's. Let them represent your particular product. Give them a trade-mark; one that is easy to remember and recognize.

The Karle Lithographic Company will be pleased to co-operate with you in creating a Trade-Marked package design of such distinction that buyers will remember.

## KARLE LITHO- GRAPHIC CO.

Offices and Plant  
ROCHESTER, N. Y.

NEW YORK      ST. LOUIS  
512 Fifth Ave.      Ry. Exch. Bldg.

CHICAGO      BOSTON  
130 N. Wells St.      7 Water St.

PHILADELPHIA  
Fidelity Mutual Bldg.

# WANTED: A Sales Letter Writer—

the best in the country, if we can find him. SALARY \$5,200 a YEAR—PLUS A COMMISSION THAT WILL NET UPWARD OF \$10,000 IN ADDITION.

The man we want must KNOW HOW to write—REALLY WRITE—sales letters that will close BIG contracts entirely by mail—letters that will pull the better kind of inquiries for salesmen—letters that are HUMAN because they tell their story plainly, earnestly and convincingly rather than "cleverly."

The man for this position must be well educated—preferably university trained. He must be an executive, an organizer. He must be qualified to assume complete charge of the copy and promotion department of the largest direct-by-mail advertising house in its particular field.

The man we are looking for must be a MASTER SALES-MAN ON PAPER.

Applications should state education, where experience was secured, whether married or single, age, nationality, present salary, etc. INCLUDE SAMPLES OF LETTERS AND OTHER WORK, and in strictest confidence address

R. B. J., PRESIDENT  
BOX 75 care PRINTERS' INK

## Union Trust Account with Barton, Durstine & Osborn

The Union Trust Co., of Cleveland, recently formed as a result of the consolidation of six banks of that city, on December 27 began a series of one-page and half-page advertisements in newspapers, to interpret the meaning of the merger and state the policies of the new company.

"The resources of Cleveland's largest bank," said the first advertisement, "is approximately the cost of the construction of the Panama Canal; forty times the cost of Alaska to the United States, and twenty times the payment which was made to Napoleon for all the land that now constitutes twelve great States of the Middle West.

"The number of depositors is approximately equal to the population of Columbus, the 28th city of the United States. It is larger than the population of Akron, nearly twice as large as the population of Youngstown, and almost four times the population of Springfield. There will be as many depositors of the Union Trust as there are people in the State of Delaware."

This week full-page newspaper copy appeared in New York.

The account is handled by Barton, Durstine & Osborn, New York.

## Two Iowa Farm Papers Con- solidate

Two Des Moines farm papers, the *Iowa Farmer*, established in 1856, and *Corn Belt Farmer*, established in 1912, have been consolidated. The consolidated publication will be published in Des Moines under the name of *Iowa Farmer* and *Corn Belt Farmer*, appearing monthly, the first issue to bear the date of February, 1921.

*Iowa Farmer* and *Corn Belt Farmer* will be published by Paul B. Talbot, who only recently acquired the controlling interest in and became publisher of the *Corn Belt Farmer*, with which publication he has been affiliated since 1913. M. A. Coverdell, editor of the *Corn Belt Farmer*, will be retained as editor of the consolidated publication.

## Steinmetz Motors with Campbell-Ewald

The Steinmetz Electric Motor Car Corporation, of Baltimore, Md., has placed its advertising for the Tioga Tractor with the New York office of the Campbell-Ewald Company. Plans for this year's campaign are now being formulated.

In order to bring the Christmas message of the Indiana Tuberculosis Association to the people, poster advertising men of that State contributed 500 posterboards and posted the messages free of charge. Over 300 cities were included in this campaign.

# We "Point with Pride"

Total Advertising Lineage of the principal monthly general magazines for 1920.

(From *Printers' Ink*)

AGATE LINES

|                          |                |
|--------------------------|----------------|
| <b>American</b>          | <b>744,054</b> |
| <b>Red Book</b>          | <b>465,825</b> |
| <b>Cosmopolitan</b>      | <b>412,474</b> |
| <b>Review of Reviews</b> | <b>394,422</b> |
| <b>World's Work</b>      | <b>385,721</b> |

# Sunset 329,204

THE PACIFIC MONTHLY

*The West's Great National Magazine*

|                          |                  |
|--------------------------|------------------|
| <b>Harper's</b>          | <b>308,353</b>   |
| <b>Atlantic</b>          | <b>307,783</b>   |
| <b>Scribner's</b>        | <b>304,459</b>   |
| <b>American Business</b> | <b>294,817</b>   |
| <b>Metropolitan</b>      | <b>266,784</b>   |
| <b>McClure's</b>         | <b>254,577</b>   |
| <b>Century</b>           | <b>228,821</b>   |
| <b>Hearst's</b>          | <b>228,392</b>   |
| <b>Everybody's</b>       | <b>158,651</b>   |
| <b>Munsey's</b>          | <b>97,616</b>    |
| <b>St. Nicholas</b>      | <b>92,759</b>    |
| <b>Current Opinion</b>   | <b>55,360</b>    |
| <b>Wide World</b>        | <b>52,467</b>    |
|                          | <hr/>            |
|                          | <b>5,382,639</b> |

**Sunset Magazine, Inc.**  
San Francisco

**New York**  
220 W. 42nd St.

**Chicago**  
Peoples Gas Bldg.

**Boston**  
6 Beacon St.

**Seattle**  
737 Henry Bldg.

In the Year Just Closed  
**THE PITTSBURG PRESS**  
 Made

**25% Gain in Circulation**

(Over 23% on the Daily—Over 32% on the Sunday)

**Now Over 146,000 Daily—Now Over 165,000 Sunday**

**50% Greater Than Nearest Competitor**

Giving THE PRESS an overwhelming lead in Circulation in its field in which it has always excelled.

This is a record achievement in view of the fact that no artificial circulation promotion schemes were employed—such as premiums, contests, prizes, canvassing, etc., and in view of the drastic newsprint conservation measures in force—such as non-allowance of returns, no extra editions, no free lists, limiting editions, etc.

THE PRESS' great increase in circulation, therefore, is the result of NATURAL GROWTH, due to the ever-increasing RECOGNITION OF ITS SERVICE to the public.

In 1920 THE PITTSBURG PRESS Published

**Nearly 25 Million** Lines of Advertising  
 (Exact Measurement 24,776,570 Agate Lines)

A gain of 214,522 lines over its record of 1919, and during 1920 THE PRESS OMITTED NEARLY 3,000,000 LINES of advertising, for which it had orders, on account of newsprint conservation and restricting size of advertisements.

**CIRCULATION BRINGS RESULTS  
 AND RESULTS COUNT**

**THE PITTSBURG PRESS**

O. S. HERSHMAN,  
 President-Editor.

H. C. MILHOLLAND,  
 Vice Pres.-Adv. Mgr.

Eastern Representative:

I. A. KLEIN,  
 Metropolitan Tower,  
 New York.

Western Representative:

JOHN GLASS,  
 Peoples Gas Bldg.,  
 Chicago.

## Where Are My 1921 Customers Coming From?

*(Continued from page 12)*

Exposition, in 1876, it aroused some comment among cheese manufacturers, so that an American factory was established at Little Falls, and Johan Fredericksen was sent over from the Hansen Laboratory at Copenhagen to take charge of the American business. Up to 1890 the efforts of the American branch were devoted almost exclusively to the manufacturing field—the natural, conventional and perfectly obvious line of progress. It is probable that the company would have remained quite content within its limited market but for the fact that Mr. Fredericksen got thinking in terms of new customers. Why couldn't the American woman be educated to the use of commercial rennet, thus opening up a horde of customers—more than could be found among the ranks of cheese manufacturers? So Hansen's Household Rennet Tablets made their appearance in 1890 in a glass tube of twelve tablets for twelve cents. This was soon changed to one of wood, containing ten tablets, selling for ten cents, with a little recipe-book inside, wrapped around the package. Some space was taken in advertising mediums, and it soon became apparent that the name lacked "punch," was too long. By looking at the dictionary it was discovered that "curds and whey" were sometimes called "Devonshire Junket," and that Englishmen used frequently to make trips into Devonshire to eat junket and clotted cream. The company then rechristened the product "Junket Tablets." Recipes were prepared giving a list of Junket desserts. As the article got into the housewives' pantries more and more, other uses came to be discovered—some of them accidentally and by stress of circumstances.

For example, the discovery of the product's usefulness for making ice-cream dates from an acci-

dental failure of an ice-cream supply at a Madison Square Garden Food Fair back in the 90's. The Junket exhibit was next to the ice-cream booth, and the manager suggested that Junket puddings might be frozen and served in place of the regular ice-cream. They could; people liked them, and the success of the experiment suggested to the management a new line of effort, and Junket Tablets have been advertised ever since as a valuable aid in the making of ice-cream.

An interesting advertising angle in this success brings up a rather unusual fact. The market broadened the moment the company ceased to think of its product as a purely technical commodity to be sold only to manufacturers; but by and by the name "Junket" got almost too popular and a little too descriptive. The public came to know Junket only as the generic name for any kind of ferment which would make junket. The name "Junket" was coming into such general use that its significance was being lost, so it became necessary to take the product even more out of the technical classification and also to give it a name which could not possibly be confused with any other product. So in 1912 the Junket folks put out a new product called "Nesnah" (which they obtained by spelling the name Hansen backward). This product contains the same rennet ferment as the Junket tablets, with the sweetening and flavoring matter already added, so that the housekeeper has nothing to do but add it to the proper quantity of milk. And thus a man who wasn't afraid to take a radical step, back in 1890, again changed his product from a more technical one, requiring skill in its use and almost suggesting a drug store rather than a grocery, to one almost as simple to use as a package of breakfast-food, and which seems perfectly logical on the shelves of the grocery store—and he made this shift in 1912.

Again co-operation with people in allied lines, like local dairying concerns supplying milk to the public, has been a big factor in the

# type!

WE SET TYPE for  
advertisers.

Our men are long-trained in *advertising* composition. So we usually hit upon the wanted result the first time.

If you seek such service, 'phone Fitz Roy 2719.

**Ad'v Agencies'  
Service Company**  
*Typographers*

209-219 W 38 - NEW YORK

Set in Bodoni Bold and Scotch

**OFFICE  
TO RENT**  
IDEAL SPACE FOR AN

**Advertising Agency**

**Fifth Avenue**  
cor 36th St. New York

About 800 square feet; north, east and south light. Immediate possession; lease.

**GEO. R. READ & CO.**  
*Agents*

3 E. 35th Street New York City

success of this company. There are undoubtedly many commodities made by companies in which the public would seem to have no interest, and yet which, on study, could be found to have a real appeal for a far broader market than is now being sold. Certain textile manufacturers, please note,

#### A BANKER HAS THE VISION

Up in Toronto, The White Swan Spices & Cereals, Ltd., was confronted with a deficit, in spite of the fact that the annual turnover showed a handsome increase over former years. Competition had been met by allowing freight discounts and the other old price-cutting experiences, and only rarely by salesmanship. Insolvency seemed just ahead of them. Realizing the serious situation of its financial position, the company made frenzied efforts to recuperate, but the deficit kept growing. The panicky selling tactics of the traveling staff in seeking to save the ship reacted in such a way as to bring disfavor to the firm in the trade. In efforts to reduce costs, the quality was tampered with, and the result was disastrous.

In the inevitable shake-up which followed, A. M. Brooke, a bank inspector, landed in the president's chair. He had sized up the situation from the outside. The obvious remedy was better merchandising methods—not better milling. His suggestion calmed the creditors and inspired them to the effort of getting the business on its feet again. The first act was to ascertain the exact cost in order to pick out the profitable lines and concentrate selling efforts upon them.

The new methods put in brought a storm of ridicule and abuse at first. Packages were standardized as to color and design. Improvements were made gradually. Definite records of the work of each salesman were religiously kept. The president kept at his elbow files containing two sets of records of the work of each salesman. The first, a card showing the number of towns made, the number of dealers called on in each town, the number sold and the amount of sales

# TOWN TOPICS

(*The Journal of Society*)

NEW YORK

**HAS JUST CLOSED THE MOST PROSPEROUS YEAR IN ITS HISTORY OF 35 YEARS**

**1920 versus 1919**

**20% Advertising Increase  
14% Circulation Increase**

Town Topics is an independent weekly. The best and most exclusive firms in New York and other commercial centres advertise in Town Topics because—

## *Town Topics Pays Advertisers*

Among the regular advertisers are:

Cartier  
Dreicer & Co.  
E. M. Gattle & Co.  
Gorham Co.  
B. Altman & Co.  
J. M. Gidding  
Bonwit, Teller & Co.  
Jay-Thorpe, Inc.  
Franklin Simon & Co.  
Harry Collins  
Grande Maison de Blanc  
C. J. Gunther & Sons  
Martina Downing  
Park & Tilford

Bergdorf-Goodman  
Mollie O'Hara  
American Tobacco Co.  
J. B. Reynolds Co.  
Liggett & Myers Co.  
Tobacco Products Co.  
The Plaza Hotel  
Ritz-Carlton Hotel  
The Biltmore  
The Waldorf-Astoria  
The Vanderbilt  
St. Regis  
Houbigant's Perfume  
Angelus Preparations

Among the advertising agencies who run copy with us regularly are:

N. W. Ayer & Son  
Frank Presbrey Co.  
Frank Seaman, Inc.  
Newell-Emmett Co.  
Federal Adv. Agency

Gardiner & Wells Co.  
Dorland Advertising Agency  
P. K. Frowert, Inc.  
Harry Porter Co.  
Wendell P. Colton Co.  
Jules P. Storm & Sons, Inc.

*If you wish to reach the best people, who have the means to gratify their every whim, ADVERTISE IN TOWN TOPICS.*

*For rates and other information address*

**TOWN TOPICS PUBLISHING CO.**

**2 West 45th Street, New York City**

# Am I Wrong?

*Or Is Average Advertising Practice Right?*

WHY is it that three concerns out of five will reverse a proved practice of good business when it comes to advertising?

Advertising dollars are spent largely without weight, test or measurement of what they purchase.

And why?

Simply because the average so-called advertising manager is ninety per cent clerk and ten per cent executive. His ability is as limited as his salary.

Yet the same advertiser who would consider \$12,000 a preposterous figure for an advertising manager will deliberately turn over ten times that amount to an outside agency without second thought.

The agency is not in question here. It performs a very necessary function always. But its value is never so great as when there is *real advertising management* for it to deal with.

\* \* \*

A case in point: An advertiser who has been spending upward of \$200,000 a year nationally for several years past, recently found it necessary to retrench.

Toward this end he took counsel with a friend, an executive of an internationally known corporation.

The friend's advice was that he immediately employ the highest type of advertising manager procurable. This as an economic measure.

With many doubts, the advice was followed. A good man was found, at \$15,000 a year. (The previous advertising manager was paid less than \$5,000.)

That was six months ago. The advertising of the concern in question is apparently more intensive—and certainly more effective—than ever before. The expenditure averages *\$5,000 a month less* than in any previous year.

\* \* \*

All of which carries a very obvious suggestion. It is advanced by a man who has spent ten years behind the scenes in advertising, and who is familiar with its every phase.

This man to-day occupies a commanding position with one of the most eminent institutions in advertising. He sees, however, in to-day's conditions an opportunity to serve even more successfully—and so this advertisement.

Much more might be said—but it will be reserved for those executives who express a desire to hear more.

Address:

"F. D. L." care of Printers' Ink, 833 Peoples Gas Building, Chicago

as compared to corresponding dates in preceding years. The other card graphically showed the salesman's total sales to date as compared to his selling expense.

In analyzing the market it seemed that the first point of attack should be the dealer. As the goods—spices, extracts, coffee and cereals—were sold directly to the trade, it was of first importance that the prejudice of the trade be first removed. Full-page space was taken in the grocery papers in every issue. The copy was prepared with the sole intention of having it read for the information it contained. The series ran under the general heading "White Swan Logic" and featured some unusual facts about groceries and how to sell them. Information was given to the grocer that he was unable to secure elsewhere and given in such a way that it would be suggestive of this particular brand and of good business practice. The first one, for example, was "What Causes the Blue Marbling in Roquefort Cheese?" "How to Count Bananas," "Why Is White Pepper White?" "What Is Baking Powder?" "Do You Buy Ginger with Your Eyes Shut?"

This copy accomplished the desired result from the beginning. The new banker-president kept plugging on, concentrating on fewer products to get greater momentum and earn bigger dividends. Three lines were finally selected out of the original thirty-eight or more, and these three were marketed as a unit. They had been in disfavor around the mills for many years, but had been retained because of their excellent margin of profit. They were Pancake Flour, Biscuit Flour and Wheat Flakes. The price was fixed upon by advice from the retailers. With a good merchandising plan it was planned to spend \$6,000 in ten weeks' advertising, but more was spent because it was found so profitable. The accounting department opened an advertising account, to which all advertising costs were debited and to which was credited the profits on the goods sold. Since the lines were segregated and sold on a special

## Apartment Buildings—

millions of dollars are being spent in the construction of apartment buildings to meet the unprecedented demand for homes. In every city the story is the same.

The owners who construct and choose the material and equipment for these buildings can be reached effectively thru



and BUILDING MANAGEMENT

Member A. B. C. and A. B. P.

City Hall Square Building  
Chicago

## Getting Student Trade Is Mainly a Matter of Knowing How

For a logical product to gain admission to the student market it is only necessary that its manufacturer advertise it in the student papers at the same time merchandising it in the right way. But in order to find this right way, a prerequisite is an intimate knowledge of all the necessities, customs, buying habits and oddities that enter into the commercial side of student life. This specialized knowledge we have—greater, we believe, in scope and in power to apply it than any other source in the country.



Ask Us Anything  
You Want to  
Know About the  
College Trade

Established 1913

COLLEGIATE SPECIAL  
ADVERTISING AGENCY, Inc.

503 5th Avenue, New York City  
110 S. Wabash Avenue, Chicago

**Do You Know?**  
**"Cost of Doing Business"**  
**"Cost of Product"**  
**and**  
**The "Profit"**

**On Every Dollar of Business You Do.**

If you do not, you are losing money and do not know it. A simple, easy, correct and right way to know. Explains and makes plain every point and detail from any and every angle, and if you do not know and apply exactly the three fractional parts and understand the true relationship they bear to the whole unit of right business, you do not know the right system of doing business and do not know

**What Percent is Profit?**

**What Percent is Cost of Doing Business?**

**What Percent is Cost of Goods?**

For the largest or smallest retailer, wholesaler or Manufacturer. Pamphlet sold only postpaid on receipt of 50 cents, and if for any or no reason you are not perfectly satisfied, return and your money shall be refunded without any question whatever. R. J. H. Smith, Dept. 2, 310 Walnut Street, Cincinnati, O.

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**ARE YOU THIS  
MANUFACTURER**

who has made a good business with a good article and now seeks a national market?

I can help you.

I have made good myself with my own trade-marked article. My work has been favorably reviewed in "Printers' Ink." Original in idea, name and package. I would like to work with you the same way.

Add ideas and selling force to your equipment, and bring the national market to your article.

I have my own New York Office. I am ready now, let me hear from you with samples or illustrations and details.

I am not an Advertising Agent. I am a business man who thinks he can help others.

**A. P. JACKSON,**  
**Originator of "Solidhed,"**  
**37 Murray St., New York**

plan, it was easy to do this. This account showed a handsome profit long before the last bill was paid. And thus, by taking three products with a good margin of profit out of a large line, a business which went broke has been going strong on the up-path ever since.

Many a firm may have a one-purpose article and be jogging along, satisfied by small sales. The Armstrong Linoleum Company got its idea for a broader market by finding out that in many places in Europe linoleum was used all over the house. It has taken linoleum from the kitchen and put it in every room in many an American house, not simply by announcing the fact to America and letting it go at that. It went further back and related the linoleum thought to the whole idea of interior decoration, first by making sure the idea was practical, and then by offering a special service to the public. Thus it secured more customers and broadened the market by refusing to stay put in the obvious sales channel.

F. H. Bennett left the National Biscuit Company and started a factory of his own. He had the idea of concentration on one specialty, but could not find it. Believing in whole wheat as a food, and working hard for the specialty to get back of, he worked for over two years with his foreman trying to find the ideal product. Day after day they faced disappointments. Could not get the product right. When he finally did discover one that he believed in, it came into his business as merely one item in a big cracker family of 100 varieties. Within four years, backed by an aggressive advertising and sales campaign, it crowded out most of the family and demanded a bigger factory for itself alone. Twice since then the factory has been enlarged and Wheatsworth Biscuit is now the only item made.

A young man had a little varnish factory in New Jersey. Sales for varnish started to drop off—demand slackened. He took a most insignificant product in his plant—an oil. He went against all the traditions of the oil trade and

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Jan. 6, 1921

PRINTERS' INK

183



## PRINTING —Fit for its— PURPOSE

THE paper manufacturer  
has done a real service in  
selling the idea that the letter-  
head should be printed on good  
paper. The other two ele-  
ments in its trinity of excel-  
lence are a suitable design and  
PROPER PRINTING



Wm. F. FELL CO.  
PHILADELPHIA



RIGHT BELIEF  
RIGHT KNOWLEDGE  
RIGHT CONDUCT

# LA RAZON

BUENOS AIRES

### A Newspaper With a Selling Punch

Buenos Aires, city beautiful, Hub of Commerce and  
Shipping of South America, unexcelled in commercial im-  
portance!

"LA RAZON"—the great afternoon daily of Buenos  
Aires, with three editions. Its advertising columns command  
respect and cordial response from the readers. The largest  
circulation of any Evening Newspaper in South America.

Write for booklet and rate card, Avenida de Mayo 760,  
Buenos Aires, Argentina, or to the following American Ad-  
vertising Agencies:

Horatio Camps Advertising Agency, 62 Cortlandt St., New York.  
The Foreign Advertising & Service Bureau, 234 Fifth Ave., New York.

Johnston Overseas Service, 277 Broadway, New York.

T. B. Browne, Ltd., 7 East 42d Street, New York.

Atlas Advertising Agency, 450 Fourth Avenue, New York.  
A. R. Elliot Advertising, 62 to 68 West Broadway, New York.  
Morse International Agency, 449 Fourth Avenue, New York.  
Curtiss Special Agency, 450 Fourth Avenue, New York.  
The Export Advertising Agency, Transportation Bldg., Chicago, Ill.  
J. Roland Kay Co., Conway Building, Chicago, Ill.

The Newspaper That Believes in Americans

## A Master Advertising Writer

who has had 12 years' experience in planning and writing the advertising of many of the largest and best-known advertisers in the country, and is recognized as a copy and layout specialist of unusual ability, is now in a position to devote all of his time and energies to planning and writing out-of-the-ordinary advertising for a few progressive advertisers who want new ideas in their advertising—plus real, resultful, sales-producing copy and layouts.

This is a splendid opportunity to secure the services of a high-grade advertising expert on a free-lance basis—at a very moderate price.

Let's get together and talk it over.

Address CEP, Box 73,  
Care of Printers' Ink

## A Writer—

qualified also as an Executive—young in age and aggressiveness, but substantiated by a college education and ten years of successful experience in the advertising and selling field—would consider a new connection, in which *practical* individuality would be appreciated.

Now responsible for the preparation of national advertising with one of New York's largest agencies. Thoroughly familiar with the new conditions in business and how to meet them. Also the "mechanics" involved in producing results.

Services could be available February 1st. Present earning capacity, \$6,000.

For further facts or an interview—in confidence—write M. S. B., Box 70, care Printers' Ink.

marketed it in a new way. The varnish factory is gone, but there is probably a bottle of "Three-in-One Oil" in the homes of 80 per cent of the people who read these words, and so it goes.

The chronicles of what has been done by men who refuse to stay put in the rut of always doing a thing the same way—who refuse to be held back because "the thing had never been done that way before" are legion.

There is many a big business in America to-day which stands looking ahead to 1921 in the same position that some one of the various enterprises mentioned above stood when they thought around in the same old helpless circle.

Many of the paths for going out in the markets and securing new customers seem, perhaps, to be blind. But in every time like the present some man rises out of obscurity—shakes off the old iron chains of tradition and habit and leads his field in the glorious way out to national success.

There are literally millions of potential customers waiting to-day, as they have always waited in the past, to help make a success for this kind of man. Our customers for 1921 are there—let's go get them!

### Organization of Trade Directories Proposed

Henry H. Burdick, treasurer and managing director of the S. E. Hendricks Company, Inc., New York, publisher of "Hendricks' Commercial Register of the United States," has written a letter to over a hundred trade-directory publishers proposing a conference to consider concerted action on topics of direct interest to such publishers. Among the subjects to be discussed would be the advisability of concerted action to secure greater recognition from the public and advertisers of the potentiality of trade directories as sources of information and as advertising mediums, standardization, and the best methods to prevent misrepresentation and unfair competition.

The suggested conference would be held in New York, time and place to be arranged later.

### New Officer of Hicks Agency

Marcus F. Weinburg, who has been general manager of the Hicks Advertising Agency, New York, for the last two years, has been elected vice-president of that agency.

# Don't Quit—

¶ Just consider that business conditions have changed. For the past 5 or 6 years business has been dumped on our door-steps—all we had to do was to open the door and take it in, but now it's different. We're getting back to the good old days of the survival of the "fittest"—we must fight for business or quit.

¶ There is plenty of business but we must go out in the highways and byways and search for it. The most important thing now is to keep your products before the people by advertising—judicious advertising.

¶ Buy space in mediums that will get you in direct touch with the folks who have the money with which to buy what you have to sell—60,000 such folks are subscribers to

# THE ROTARIAN

The Magazine of Service

Member Audit Bureau of Circulations

910 So. Michigan Boulevard, Chicago

Published Monthly by the International Association of Rotary Clubs  
Send for Booklet "In Testimony Whereof"

# When You Want Mats In a Rush—

You need sacrifice none of the desirable qualities of a "take-your-time" job.

## O'FLAHERTY'S PEERLESS MATS

are always the same in quality, and give the same satisfactory results, when produced within the limits of our 24 hour service.

Made by O'FLAHERTY  
225 West 39th St. New York





of their own manufacture. The cure for this new disease is easy. It is more work, more hustle, getting two new accounts in the time usually spent in worrying about one cancellation, which may not be a real one after all. The man who will occupy the White House after March 4th next, gave a reporter for the New Orleans *Item* the right prescription when he said, "You tell the business and advertising men for me that this is the time for America to take a hitch in its trousers and go to work. Tell them never to forget that America is right."

And advertising men more than any other group should be taking that hitch. There is business to be secured by the man with courage, vision and common sense. It's hard for a man's knees to shake much when he's using them to carry his feet to the places where potential customers await real selling.

#### ***Advertising Opportunities in the Obvious***

J. P. Morgan & Co., Tiffany's, and B. Altman & Co., in New York, that do not think it is necessary to have the name of the firm on their buildings. Putting up the name, they feel, would be but emphasizing the obvious. And perhaps it would in the case of these particular concerns. Catering to a select trade, as they do, they can afford to be unknown to the masses who pass their doors.

But there are hundreds of other companies that are not so fortunate. They need the patronage of the masses. Many of them, however, assume the attitude that the public knows all about them and their wares. This feeling is especially pronounced as regards the advertising of the uses of various staple products. These manufacturers think that to tell people how to use an article with which they have been familiar all their lives would be overworking the obvious. And yet some of the most successful campaigns in recent years have

been based on this idea. Emphasizing the obvious is really the foundation stone of the Ivory Soap success. Everybody should know how to use soap. But the fact is that they do not, or at least they forget about it. Many other soap and toilet goods successes have recently been built up by observing the same principle. When you get right down to it, there isn't anything that is obvious to all of the people all of the time.

The product with a number of obvious talking-points is likely to be the one that offers the best opportunity for an advertising campaign. It is all the better if these points are supposed to be known to everyone. That is a sure sign that they are not. What more striking example of this than Valspar? There are many types of varnish, but several manufacturers in the field produce a grade of varnish that will stand the hard usages mentioned in Valspar copy.

When Valentine & Co. started to advertise Valspar in this manner, men in the trade had a merry time. "Fine joke," they screamed, "everybody knows what a good varnish will do. Why waste money in telling folks what they already know?"

But it was another case of men being too close to their own business. Of course, those in the trade know how varnishes will act under certain conditions. But the public did not know these things. As a result Valspar copy took hold. The success of the campaign is now admitted even by those who first criticized it. So well did the advertising get the idea across that the word Valspar is to-day dangerously near being regarded as a common noun.

There are still countless potential advertising opportunities in obvious facts. The trouble with all obvious things is that we think too little about them. We have to be reminded that they exist. Our imaginations when applied to obvious matters do not work without a stimulus. Advertising is the stimulus needed.

**Guard  
Quality Now**

It is an old saying that for advertising to be effective, the goods must be right. The reverse is equally true. That is, if the goods are not right and right in every particular, the effect on the advertising will, in the long run, be bad. A defect in the production process may militate against the selling process, of which advertising is a part.

A defective detail in manufacture may not only nullify the good-will gained by advertising, but by reaction may convert it into actual ill-will. For example, how often have we not been annoyed by defects in the apparel we wear? The hang-up strap, or chain, at the back of our overcoat collar breaks, and allows our pet overcoat to fall on a dusty floor. Buttons seem to be sewed on with a scant amount of thread. Sometimes a silk garment is sewed together with cotton. The lining is not up to the grade of the outer material. Shoes with sound uppers have inferior soles, and so forth. In like manner, machinery that lends itself to easy concealment sometimes carries parts made of a base metal. Rivets and screws are sometimes placed so far apart that they permit the seams to open.

In times like the present, when efforts are being made to reduce production costs to cope with a falling market, some manufacturers may be tempted to skimp on material or to make use of inferior parts where they will not be apparent. Such a policy is never a wise one for any manufacturer, and for an advertiser it is highly dangerous. He runs the risk not only of discrediting his own product, but of discrediting the good name of advertising.

Advertising is a kind of promise; it must be followed up by adequate performance. The inhabitants of the United States are sometimes spoken of as the most responsive people to advertising in the world. That they are so responsive is in a large measure due to the fact that, in the main, American advertising has been

trustworthy. Let him who would retain his own good name, therefore, as well as the good name of advertising, make sure that his goods are right all the way through. Truth in advertising will prevail only when there is complete honesty in production. Instead of a relaxation of standards, it is a good time to adhere to them more closely than ever.

The fact that goods are nationally advertised remains the best guarantee to the purchaser, for no producer cares to risk the reputation that he has built up through the expenditure of considerable money, by skimping on workmanship or material.

**"Orange Judd Farmer's" New Organization**

The *Orange Judd Farmer*, Chicago, has completed its plans, announced recently, for a separate advertising organization of its own. W. M. Springer, formerly Western manager of *National Farm Power*, has been made advertising manager. C. H. Giddings, formerly solicitor for *National Farm Power*, has become associated with the advertising department in the Western territory. C. S. Boklund, formerly of the New York office of *National Farm Power*, has been appointed New York manager.

**Mail-Order House Reducing Stock**

The Baird-North Co., mail-order house of Providence, R. I., has notified customers that until February 28 all prices in its 1920 catalogues will be reduced 25 per cent, with the exception of the prices of fountain-pens and Oneida Community Silver.

**Will Trade-Mark and Advertise a Wet Mop**

The Massasoit Manufacturing Company, of Fall River, Mass., is planning to advertise, nationally, and to market a wet mop under the trade-mark of "Massco." Advertising is now being prepared and will be placed by N. W. Ayer & Son.

**McGraw-Hill Co. Has Personnel Manager**

F. S. McVickar, formerly general manager of the *Encyclopedia Britannica* Corporation, and for several years with Shepard-Norwell Company, Boston, as office manager, has joined the McGraw-Hill Co., Inc., New York, as personnel manager.

## FOR 119 YEARS



FOUR generations ago the Crane Paper Mills were established in the Berkshire Hills. From that day to this they have made paper—nothing but paper and always the best.

In all that time there has been no development, no process that was not available to them, and never either temptation or desire to make paper to meet established market price, or threatened competition.

CRANE's Bond is recommended for business stationery—a paper bearing the Crane name, identified by the Crane water-mark, offering the business world the same fitness for its purpose that made CRANE's Linen Lawn the stationery of the social world.

100% selected new rag stock

119 years experience

Bank notes of 22 countries

Paper money of 438,000,000 people

Government bonds of 18 nations

# Crane's

BUSINESS PAPERS

## This Is the Age of Specialists!

—this is the day when great success can be attained only by concentrated effort in one special direction! We are specialists. We make no secret of the fact that we believe there is hardly another organization in the entire country that knows as much about our particular field—about America's great virgin market of more than 10,000,000 prosperous, intelligent people. A market whose surface has barely been scratched! A market of literally golden possibilities for the aggressive advertiser!

We will have a great deal more to tell you about this in the very near future. In the meantime, if you are interested in creating a big, profitable outlet for your product—in double quick time—at very low cost—write us at once!

### ACORN AGENCY, INC. Advertising

132 Nassau St. New York  
PHILADELPHIA CINCINNATI



**Howell Cuts**   
for houseorgans  
direct mail and  
anyfor proofs other advertising  
Charles E. Howell - 303 Fifth Ave. New York



**A. J. EDGELL**  
1358 BROADWAY N.Y.

### Unstamped Envelopes as Enclosures Profitable

HEWITT-LEA-FUNCK CO.,

MANUFACTURERS OF H-L-F SILOS

SUMNER, WASH., December 24, 1920.

Editor of PRINTERS' INK:

Referring to inquiry and your answer in the issue of December 16 with reference to use of stamped and unstamped postcards.

In our business of selling silos to farmers by mail, we follow this plan:

Every letter to a farmer, no matter what the subject, or how often we have written him before, carries an addressed, but not stamped, return envelope. We use manila return envelopes that cost about \$1.25 a thousand. Our experience is that the farmer almost invariably uses the return envelope when he answers, so that supplying it is appreciated as a courtesy. More important than this, however, is the fact that these return envelopes circulate as our business cards. We frequently get a letter enclosed in a return envelope which evidently has been carried for months in some man's pocket, and in a good many cases inquiries come to us in these envelopes from persons whose names are not in our files.

It was our practice at one time to allow correspondents to use a signature stamp on the lower left-hand corner of the envelope, so as to identify on the return trip mail which should be turned over to them, and we have received return envelopes marked with the names of persons out of our employ for as long as four years.

We send a stamped return envelope when we figure that an order is imminent, and always, of course, when we are asking a favor. The use of a stamped envelope with the letter which is sent to clinch a deal which has been pending for some time, seems to bring the order by return mail in a good many cases.

WILLIS BRINDLEY,  
Manager.

### St. Louis Agency to Have Cleveland Office

The Ross-Gould Company, St. Louis, advertising agency, has opened branch offices in Chicago and Philadelphia, and plans to open a branch office in Cleveland during the first part of this month.

### Pittsburgh Paper Company Appoints W. F. Doyle

W. F. Doyle has been appointed advertising director of Chatfield & Woods Co., Pittsburgh paper merchants. Mr. Doyle has spent considerable time in South America in the paper industry.

### Poster Meeting at Omaha, Neb.

The Tri-State Poster Association will hold its mid-winter meeting at Omaha, Neb., on January 24 and 25.

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# Advertising Man Seeks

Job? No

Position? No

Opportunity? Yes

I am not looking for a "job." I have one now. Nor am I in need of a "position." What I do want is—"opportunity" where I may match ability, knowledge and experience against a chance to develop, expand and reap the reward that naturally follows.

Somewhere, in this broad land of ours, exists the "opportunity." It won't come to me. Hence this page advertisement. Somewhere there is a progressive, aggressive concern that wants to get *all* the business that rightfully belongs to it. That concern or manufacturer can cash in on my ability.

For instance:

I am a constructive advertising executive capable of organizing and directing an advertising department, and am now occupying a position of this character.

I know advertising in all its ramifications.

Have directed, planned, written and placed advertising of every description.

I write good copy.

Thoroughly understand sales promotion via printers' ink.

Acquainted with media, art-work, engraving, printing. Can prepare sales literature from a form letter to a bound volume.

Know how to co-ordinate. Please mark that—how to co-ordinate all these forces to obtain results. The best of it is, I make this co-ordination return ample dividends.

I have documentary evidence to prove the case.

Naturally, my services command remuneration above the average. Personal characteristics warrant highest commendation. 31 years of age. Married. Served overseas. I desire to make a change. I seek opportunity. Perhaps you have it to offer. Address, "M. S." Box 56, care of PRINTERS' INK.

# The Little Schoolmaster's Classroom

NOW that the burden of proof has been put on the sales force—and more selling is called the answer to small buying—the “pep” material is going out from the main office harder than ever. The Texas Company has a readable, human-interest way of getting its sales-talk across for a new specialty—witness the following from a page of the company’s house magazine:

“The Easy Pour Can to the rescue.

“A tale of a dark night—thirty miles from nowhere (taken from a salesman’s report).

“In closing, will relate an incident which McWilliams, the night man, told me. A taxicab driver fell for his line of talk on the Easy Pour and said—“I’ll take one, I don’t know what the heck for, but I’ll let you make a sale anyhow.” About two nights later he was on a call about thirty miles out on Long Island and somebody had forgotten to fill up his oil tank. It was about 2 a. m. It looked like a long wait for daylight. Then he remembered! *Oh, joy!* The Easy Pour was resting snugly under the seat. Those two quarts of Texaco Motor Oil saved the day. Later, when he called again, he was profuse in his remarks to McWilliams for selling him that life-saver Easy Pour Can; and that is only what might happen to any of the five million car drivers, a great many of whom do not carry any spare oil.”

“Moral

“An emergency like this proves that the Texaco Easy Pour Can is as necessary as a spare tire—as important as a fire-extinguisher on your car. Tuck an Easy Pour Can under the seat and you will not be stuck on the road for want of oil.”

\* \* \*

Many members of the class have undoubtedly been up against the “take it or leave it” proposition. By that is meant the necessity of

having to turn down a man who comes in and says, “Some of the boys have been getting up a programme for a little entertainment, and they want you to come in on it.”

If it is a programme for the association of machinists, the dummy is dog-eared and with the imprint of greasy thumbs. If it is for another kind of a society, it is very dressy, but always the same selling-talk. “You’d better take it, because it wouldn’t do to make the association think you didn’t believe in it.”

A member of the class has passed on to the Schoolmaster a method which he used with fine effect in getting away from this kind of charity “advertising.” He was advertising manager and also a member of the board of directors of a manufacturing concern. At his request, the directors passed a resolution at their regular annual meeting forbidding him, upon the pain of dismissal, to advertise in any society’s programme or the organ of any society or association. He had this resolution taken from the minutes and made up in large type on a card and then framed the card. He kept it hanging at the left-hand side of his desk. When a man would come in with his usual selling-talk, the Schoolmaster’s informant would say, “Fine, I think you have one of the best advertising mediums that has ever come to my attention, and I should like nothing better than to be able to use a lot of space in it. But look what I’m up against.” Reaching quietly over to the other side of his desk, he would draw out the formidable-looking document. “I certainly don’t want to take a chance on losing my job,” would be his final selling-talk, and he tells us that nine times out of ten the solicitor for the special programme, with tears in his eyes, would say, “Old man, I won’t ask you to use space in it, I see just how it is.”

## *Essentials*

**The eternal trinity of advertising success is Time, Money, and Ideas. At least two of these elements are requisite.**

By spending much money over a long period, success often may be achieved without particular distinction of product or presentation. But if time is limited or great resources lacking, real ideas are vital.

It is the province of this agency to originate compelling sales ideas. That these ideas are neither visionary nor impractical is attested by the steady progress of our clients.

*"How to Judge an Advertising Agency"* is a frank, informative booklet. May we send it?

**J.H. CROSS CO.**  
General Advertising Agents  
214 South Twelfth Street - Philadelphia, Pa.

Members  
American Association  
of Advertising Agencies

Members  
National Outdoor Advtg. Bureau  
Audit Bureau of Circulations

**BUSINESS MANAGER**  
of a class weekly seeks more  
progressive connection.

Five years' extensive training  
with national publications. Circula-  
tion specialist.

Address S. A., Box 74, P. I.

### When you read this:

Think how you could use the thorough mail order knowledge, selling ability, advertising experience of the salesmanager of one of the larger publishing houses.

Then write him—for he wants a chance at bigger work than he is doing now.

Address H. T., Box 71, care P. I.

## MARYSVILLE CALIFORNIA

—Local retail advertising (not special pages) is a pretty sure barometer of the standing of a newspaper in its home town. The APPEAL far outruns its competitor in this regard. Ask the local merchant—he knows.

Los Angeles — The largest city in the West  
**IN LOS ANGELES**

IT IS THE

## EVENING HERALD

MEMBER A. B. C.

Government Circulation Statement  
April 1, 1920

# 134,686

*The Giant of the West*

REPRESENTATIVES

New York: Chicago:  
Lester J. Clarke, G. Logan Payne Co.,  
604 Times Bldg. 432 Marquette Bldg.

## Mail Order ADVERTISING

It is widely recognized that mail-order advertising requires exceptional experience, skill and resourcefulness. We have these. Often we increase receipts 33% to 100% with little or no additional advertising expense. Always pleased to give information. Write, call or phone, 220 West 42nd St., New York City. Phone Bryant 5907.

**SCOTT & SCOTT**

Thank you very much. Good day.

In these days, when careful buying is more essential than ever before, a similar plan might be worked with good effect by a lot of other people.

The Schoolmaster has frequently noted a strain of justification of advertising in many of the broadsides that are issued for dealer consumption.

It would seem that an attempt at this late date to justify the existence of advertising showed either a complete lack of knowledge of retail conditions or a supreme lack of judgment.

If a circular were to come addressed to the advertising man's desk, the purport of which was to prove that flying in man-made machines is feasible, the reaction would not be greatly in favor of the person or concern whose name graced the piece of literature.

Flying is an established fact, so is the power of advertising. Both need not justification but further refinements and improvements.

Dealer broadsides should be so written as to be helpful to the retailer. Rather than didactic, they should address him in such a manner as to connote his equality with the manufacturer on matters of advertising. In fact, many dealers have forgotten more about retail advertising than the national advertiser will ever know.

Under such conditions this "listen, children, and you shall hear" attitude in presenting the case of advertising co-operation with the retailer is as unprofitable as it is foolish.

The other day a publication man read to the Schoolmaster the first chapter of one of Charles Dickens's

THE HOME OF GOOD PRINTING

**The BEERS  
PRESS**

Makers of  
catalogs  
booklets  
commercial  
printing

TRENTON, NEW JERSEY

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### AN UNUSUAL

## Creative Advertising Executive AVAILABLE SOON

Young man with international reputation for work done. Used to dealing with big business men. Has built and handled large organizations—willing to work with small one. Merchandising experience. At present employed—not a will-o'-the-wisp. Interested in sales promotion and advertising management of corporation, manufacturer, jobber or retailer, or as copy chief and service director of advertising agency. Please explain what you want in first letter. Address "E. A." Box 72, care of Printers' Ink.

## SALES MANAGER HIGHEST TYPE MAN Real Opportunity

FOOD PRODUCT

Sales Ten Million

ADDRESS 50 MAIN STREET

CINCINNATI

**POSTAGE MAGAZINE**  
Tells how to transact business by mail. How to reduce Selling Cost. Advertising and Selling by letters, circulars, booklets, catalogs. Full of modern money-saving and money-making ideas. Invaluable to Advertising and Sales Managers.  
Single copy, 25 cents. One year—12 issues—\$2.00.  
POSTAGE, 18 East 18th Street, NEW YORK CITY

## ROY BARNHILL, INC.

Publishers' Representatives, N. Y. C.  
organized and represent

### Alumni Magazines Ass'd

Newspapers read only by college  
graduates who subscribe primarily  
on account of their news interest.  
Roy Barnhill, Inc., is serving adver-  
tisers in organized groups and prin-  
cipal individual college publications.

### THOMPSON COLORGRAMS

brought 7% greater  
returns than the most  
sanguine anticipations  
of their users.

GEORGE SETON THOMPSON CO.  
608 So. Dearborn St., Chicago

### Attention, Manufacturers

Are your goods sold in the Newfoundland Market?

Here's an opportunity of developing  
new trade!

EXCELLENT selling and distributing  
facilities offered by  
GERALD S. DOYLE, Manufacturers' Agent  
317 Water St., St. John's,  
Newfoundland

### CUTTING THE COST of Publication Printing

is an easy matter with the very newest  
labor-saving equipment and an up-to-  
date printing plant. Let us estimate  
on your publication and be convinced.

THE DRUCKER PRINTING CO.  
133 Mercer Street, New York City

### Hundreds More Subscriptions

Renewals, Classified and Special of-  
fers ASSURED, using—

Pallen's New  
"MASTER" MAIL ORDER DEVICE  
Highest percentage of returns at  
least cost. Write for sample and re-  
duced prices.

J. FALLEN & CO., Columbus, Ohio

### Unused Postage Bought

We buy unused postage stamps of any amount  
or denomination for spot cash. Mail them to  
us, and receive cash by return mail. We also  
buy old gold, silver, platinum, diamonds,  
watches, jewelry, War Bonds and Stamps—  
anything valuable. Goods returned within 10  
days if you're not satisfied with the amount  
we return you. Bank references. The Ohio  
Smelting & Refining Co., 283 Lenox Bldg.,  
Cleveland, Ohio.

books. It was a description of  
the year following the French  
Revolution. It could have run on  
the front page of any newspaper  
as an accurate picture of our pres-  
ent times. It proves that mankind  
every few years since the dawn  
of history has faced a period that  
looked dark—and has always come  
through with flying colors. Many  
members of the class well remem-  
ber that well-known philosopher  
and salesman extraordinary, Uncle  
Wilson.

The Schoolmaster came across  
a little piece of advice written  
early in 1915—another year in  
which some men doubted and  
others went ahead. Read it—it  
is as timely now as it was then  
—and it will again prove true.

### "GO TO IT

"Show me the man with the red  
badge of courage tagged to his  
mind—and I'll show you in ad-  
vance a winner for 1915. The  
country is suffering from mental  
flutterings, and no man doing a  
legitimate business can tell you  
exactly how the flutterings are  
going to affect him or his business.

"But the fact remains that they  
will affect him if he is not care-  
ful to brush them aside and di-  
rect his attack personally from the  
firing line.

### CUBA JUNCTION

IS THE CIGAR FOR THE AD-  
VERTISING MAN—AND IT COSTS  
ONLY 10 CENTS—\$5 FOR 50.  
DIRECT FROM THE FACTORY

All long-filler Havana, Vuelta Abajo and Santa  
Clara. Genuine Imported Wrapper, Cuban hand-  
made, sweet, mellow and fragrant. Nothing  
like it in the commercial market. Who's Who  
in Philadelphia has smoked it for 25 years  
and will have nothing else. Condado and  
Pantanal. A dozen a day won't hurt you—  
nor check your speed a bit. Write on your  
letterhead and the bill will follow the box.  
And then will come your standing order.

RAMON AZOGUE COMPANY  
Since 1885

922-24 Filbert Street, Philadelphia  
Send for Descriptive Price List

## FLEMMING STUDIOS

116 West 39 St. New York City Tel. FitzRoy 4152

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"The executive who is not an enthusiastic booster of his own individual wares at the moment is liable to watch sales diminish and grow thin. The man who ducks the issue will be in a bad way.

"But—

"It's the fellow who believes in his product and knows that no matter how the wind blows he is going to arrive; he is the one to watch and tie to. This is no time for doubters, weaklings or pessimists—it's the time for action—and for the action of strong men, skilful men, fearless men—men who are determined to get more than their share of the country's business—because they deserve it and are willing to work for it."

### Advertising Manager for Lane Bryant

David Abeles, formerly for three years advertising manager of Cammeyer shoes, New York, is now associated with Lane Bryant, gowns, in the same capacity. For eight years Mr. Abeles was with Jules P. Storms & Sons, Inc., New York, advertising agency.

### A. M. Bentley Joins American Trona Corporation

A. M. Bentley, who was recently Western sales manager, at Chicago, of the Lyknu Polish Manufacturing Company, Pittsburgh, has been appointed sales manager of the American Trona Corporation, manufacturer of chemicals, New York.

### Will Represent London Publication

Roy Barnhill, Inc., publishers' representatives, New York, has been appointed American representative of *The Advertiser's Weekly*, London, England.

ASHLAND 7652

### BOURGES SERVICE PHOTO ENGRAVERS NEW YORK CITY

OFFICE - FLATIRON BLDG - 175 FIFTH AVE  
PLANT - PARTOLA BLDG - 100 WEST 21ST

## The PERMANENT BUILDER

The only building magazine devoted exclusively to permanent building materials and methods. Send for the "Reader Interest" story, circulation statement and rate card.  
CLARE C. HOSMER, A. I. A., Vice-Pres.  
133 W. Washington St., Chicago

### BETTER PRINTING for less money

Send for Free Samples!

|                                                       |      |
|-------------------------------------------------------|------|
| 10,000 4-page Folders, 3 1/4 x 6 1/4 inches . . . . . | \$45 |
| 10,000 4-page Folders, 4x3 inches . . . . .           | 60   |
| 10,000 4-page Folders, 6x3 inches . . . . .           | 75   |
| 10,000 Circulars, 6x3 inches . . . . .                | 30   |
| 10,000 Circulars, 9x12 inches . . . . .               | 50   |
| 10,000 Circulars, 12x16 inches . . . . .              | 85   |
| 10,000 Bond Letterheads, 8 1/2 x 11 inches . . . . .  | 35   |
| 10,000 Envelopes, 3 1/2 x 6 1/2 inches . . . . .      | 35   |

All other printing at low prices. Samples free!

E. B. Fantus Co., 525 S. Dearborn St., Chicago

### The DIRECT-MAIL "HOW"

#### MAILBAG

*A Journal of Current Information in Advertising*



APRIL - 1921

is answered in this monthly journal of direct-mail advertising. Articles from those who have had practical experience in direct-mail advertising—newspapers, house organs etc. How to Write Letters that \$1.00 Wins; How to Get Money by a year Mail; How to Condition Buyers; Follow-Up; How to Use Mail Salesmen—these and similar subjects covered. If you want to keep ahead of the latest in direct-mail work—if you want the biggest dollar's worth you ever bought, send your subscription NOW.

MAILBAG PUBLISHING CO., Cleveland, Ohio

### PRINTCRAFT PRESS

We failed to keep our promise to a client on November 11th 1918.

Only the Armistice could make us do that.

213 W. 40th St., New York  
Near Times Square Bryant 131

### The Richey Data Service

Don't use out-of-date, inaccurate figures. New data on sales, advertising and business conditions each month in pocket form. January Bulletin and literature mailed you on request.

THE RICHEY DATA SERVICE  
403 Meridian Life Bldg., Indianapolis, U.S.A. RDS

### "Concrete"

COVERS THE CONSTRUCTION FIELD  
ABC - ABP  
NEW TELEGRAPH BLDG.  
DETROIT.

### "GIBBONS Knows CANADA"

TORONTO

MONTRÉAL

WINNIPEG

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

### HELP WANTED

**ADVERTISING SALESMAN** wanted by The Macon News, Macon, Georgia. In applying give full details regarding experience, references, etc. Box 631, Printers' Ink.

### ADVERTISING REPRESENTATIVES

Wanted on attractive commission.  
**FORD NEWS,**  
Long Island City, N. Y.

### ARTIST

To form layouts, general designs and to retouch jewelry photographs for trade paper work. Untermyer Robbins & Co., 38 Ferry Street, New York City.

Wanted—Well-trained advertising salesmen to represent several trade journals in New Orleans. Business already running will net good income. New York or Chicago training preferred. Lightner Publishing Co., New Orleans, La.

**LITHOGRAPHIC SALESMAN**  
Energetic and experienced man to solicit orders for lithographed displays, labels and posters. A man who enjoys the good-will of his customers and can produce business on a salary and commission basis. Box 639, care Printers' Ink.

### FREE LANCE COPY

Young man now writing copy for leading New York Department Store can devote spare time to smaller accounts. Can write forceful, selling copy on anything sold at retail. Box 638, Printers' Ink.

Publisher slated for political appointment under new administration desires man experienced in publishing business as auditor-secretary and to practically take full charge of important corporation. Must invest \$5,000 to \$10,000 to show good faith. Company has no indebtedness and large cash reserves. Located south. Address Box 664, P. I.

### Executive Wanted

A national association of manufacturers needs a Traveling Secretary, a mature man of education, varied business experience, an organizer and an effective speaker before business meetings.

It is a responsible position and will pay a good salary. Please give full details in first letter to Box 633, Printers' Ink.

**SALES MANAGER** wanted by nationally known eastern candy manufacturer. Must be able to suggest practical policies, make field surveys, handle salesmen and brokers. Will have advantage of many years' national advertising and trade good-will. State full particulars. Address Box 636, Printers' Ink.

### Wanted—Chicago Representation

Southern Class Publication, fast growing subscription list, desires special advertising representation in Chicago territory. Exclusive rights, liberal compensation for same. References required in first letter. Box 1311, Atlanta, Ga.

**SECRETARY TO ADVERTISING  
MANAGER** needed by large manufacturing concern. Young man, 21 to 25, who is a capable stenographer and wants to learn advertising. If a student of I. C. S. or other course, so much the better. State age, business experience, religion and salary desired. Box 642, Printers' Ink.

**EDITOR FOR BUILDING PUBLICATION, MAGAZINE IN CHICAGO** devoted to the construction and operation of office and apartment buildings wants an editor. Should have good idea of artistic make-up and an understanding of the problems of building construction and operation. Salary to begin \$200 a month. Answer Box 662, Printers' Ink.

If you are a successful advertising salesman on a small-town daily, and want to reach the maximum in your profession, the way is offered through connection with a leading business journal publishing organization. Should be about 25 years of age and willing to start at a moderate salary with the opportunity of quickly developing to business manager of a highly specialized business journal. Give full details in first letter. Box 632, Printers' Ink.

### This May Be Your Opportunity

Technical Advertising Agency wants a high-grade copy writer. Must possess two qualifications—a thorough knowledge of engineering products and the ability to put sales arguments into print.

Willing to pay the price to the right man and go further if he makes good.

Write, giving experience, previous connections, salary and samples of work. Will be treated in strictest confidence. Box 651, Printers' Ink.

College Graduate with sales and mechanical ability. Resident of Detroit or Chicago or willing to locate there. Required initiative, fight and ambition. Must travel over half of time representing maker of automobile parts and equipment. Established ten years. Straight salary. Give full details. Box 629, P. I.

**A Writer of Successful Medical Copy** is wanted by an agency handling several high-grade proprietary and toilet accounts. Must have long and varied experiences and know how to successfully appeal to the classes as well as the masses. Good prices will be paid for accepted copy. For interview in New York, address Box 643, Printers' Ink.

### Advertising Service Man

Man of ability to get business, handle and promote the Service Department of an established printing concern specializing in producing direct-by-mail literature.

Real proposition on an interest basis open to first-class man who can control business and show results by developing this department. Write fully. Box 654, Printers' Ink.

**WANTED** by an old established paint and varnish manufacturer located in western New York, a young man to take charge of Advertising Department; one with knowledge of printing and the various features used in promoting sales of paint and varnish preferred; salary not large to begin with, but the position offers opportunity for rapid advancement. In applying please state age, experience, salary wanted to begin with, references, and give any other information concerning yourself of qualifications possessed to fill this vacancy. Address Box 646, Printers' Ink.

A client of ours located in Kalamazoo, Michigan, who is a large manufacturer of a nationally advertised product, is looking for a young man for sales promotion work who has the initiative, pep and vision to put things over. They don't want a seasoned veteran, but a young comer who has ideas of which he is not afraid and still feels that he has a lot to learn about advertising and sales promotion work. He will have to be willing to begin with a small salary, but the berth is as big as he can make it. Write details fully. All replies will, of course, be kept confidential.

**THE IRWIN L. ROSENBERG CO.**  
Cunard Building Chicago, Ill.

Advertising and Business Manager for eminently successful trade journal; satisfactory evidence of actual achievement and commanding executive ability with publishing house, only basis for consideration; present executive head retiring; please state age and salary requirements; gross business 1920, \$250,000; Manager must assume full responsibility. Box 669, Printers' Ink.

### MISCELLANEOUS

#### Advertising Solicitor

Having New York City office, will represent out-of-town publications, exclusively or part time. "Service," Box 653, P. I.

**SERIOUS OR HUMOROUS**  
Paul the Poet's business verse  
Is "catchy," sensible and terse.  
His jingles make the reader think—  
Address him care of Printers' Ink.

Booklets, folders, etc. Well-equipped concern doing such printing for New York concerns for many years, can take additional work. High-class; prompt delivery; close co-operation. **STRYKER PRESS**, Washington, N. J.

### WANTED SPEEDAUMATIC MULTIMAILER SYSTEM

Give Full Particulars and Price  
S. E. CASSINO CO.,  
SALEM, MASS.

Addressograph for sale cheap. Large corporation has purchased automatic equipment and will sell standard electric power addressograph (addressing) machine, including all necessary attachments. Address Box 649, Printers' Ink.

### Printing Plants and Businesses

Bought and Sold  
Printers' Outfitters  
CONNOR, FENDLER & CO.  
New York City.

**WANTED—TO JOIN ON MAY 1st, 1921, WITH ANOTHER PUBLISHING HOUSE FOR RENTAL OF BRANCH OFFICES IN NEW YORK.** About 1,000 feet needed for purpose. Uptown or down. Address "Wilson," Box 634, care of Printers' Ink.

## PRODUCTIVE PUBLICITY

### Newspapers, Magazines and Class Mediums

Years of experience in the automotive field enable us to guarantee maximum returns in any publicity campaign which we conduct.

If you wish to market an **AUTOMOBILE**, an **ACCESSORY** or **PART** you will find our help invaluable in obtaining publicity of the proper sort in the correct mediums all over the world.

Considering results our rates are extremely low.

### Productive Publicity

Suite 1206 1482 Broadway  
New York City

Reports for advertising agencies, investigations and all matters pertaining to the marketing of automotive products.

**PUBLISHERS—ATTENTION!** We-furnish MSS. on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau, Pub. Dept., Box 170, Hannibal, Missouri.

**Boston and New England  
Representation**

Publishers considering a change in their present method of covering this territory will do well to get in touch with this successful solicitor manager, with over 12 years' experience and favorable acquaintance with general trade and export advertisers. Box 640, Printers' Ink.

Newspaper Press, Stereotype Equipment and Motors for sale at a bargain. Forty-page right angle R. Hoe Press in good condition, equipped with Kohler system control, 50 and 7½ H. P. D. C. Motors.

Stereotype outfit consisting of 2 steam tables with gas generator. One matrix rolling machine, 3-ton metal pot, pump gas burners, and casting box, plate shaver, tail cutter, and semi auto plate.

18 D. C. Linotype Motors with gears; also a number of various types D. C. Motors from  $\frac{1}{2}$  to 15 H. P. Prices low. Address The Hartford Times, Hartford, Conn., care of Business Manager or Mechanical Superintendent.

**Monotype Equipment  
for Sale**

5 style D keyboard with electric light and repeater units; 1 composing machine with display type attachments, display matrix holder each 2 and 6 point lead and rule molds, operating attachments, cutter and motor; 2 Standard composing machines with motors and other equipments; 1 Goss combination wet and dry matrix rolling machine with five horse-power chain drive motor; 3 Goss plain iron leg form tables; 1 Goss lever operating elevating table; 10 Goss patented quick lock up newspaper steel chases; 1 model F I Addressograph; 1 model G. I. Graphotype; 2 Hamilton stone tables and furniture; 1 Hamilton type cabinet; 4 City type stands; 1 Chandler & Price proof press; quantity type and monotype metal. Box 645, Printers' Ink.

**POSITIONS WANTED**

Young man; 24; Christian. At present employed, desires connection with an advertising service or company. Two years' experience. Box 661, care Printers' Ink.

Assistant Advertising Manager—Agency and publication experience; familiar with all details. Technical education. Age 35; married; salary desired \$50 per week. Box 659, Printers' Ink.

**REPRIEVE WANTED**

By printers' proofreader; just completing ten years' sentence at desk; and want to lead a new life. Preferably ad layout, copy writing (I. C. S. 96%), or editorial make-up. Can show ad specimens. Box 665, Printers' Ink.

Young man, 23, single, high school educated, 4 years' agency experience, 1 year newspaper solicitor. Excellent references. Moderate salary. Prefers New York City or vicinity. Box 648, P. I.

**—on consignment—**

Ideas and the man. Unusual copy style. Money back. Box 673, Printers' Ink.

**AGENCY CONNECTION SOUGHT  
BY SPACE BUYER. THOROUGHLY  
FAMILIAR WITH ALL PHASES  
OF SPACE BUYING AND AGENCY  
ROUTINE.** Box 671, Printers' Ink.

2,000 sales

In four days

From one advertisement.

Would you like this?

Free Lance, Box 655, Printers' Ink. From a page to a booklet.

Ambitious, reliable young man, with three years' agency experience, buying printing and engravings, desires similar position with agency or manufacturer. Have written some copy. Address Box 644, Printers' Ink.

**Advertising Solicitor**

Open to represent a high-class trade paper in Chicago and vicinity. Acquainted with agencies and advertisers. Agency experience. A consistent producer. College trained. Age 28. Box 668, 833 Peoples Gas Bldg., Chicago, Ill.

Experienced man, 25, wants to connect with a manufacturer, a retail store or an agency handling retail accounts. He writes sensible, selling copy and knows type, layout and engraving. Two years selling by mail, and, prior to that, trade-paper, newspaper and retail-store experience. Box 660, care of Printers' Ink.

**YOUR OPPORTUNITY  
TO OBTAIN A SALES AND  
ADVERTISING MANAGER**

of real ability and knowledge, whose copy is based on actual merchandising and who can successfully direct his organization from headquarters or by field work. Fifteen years' experience; age 40; now employed. His record upon application. Box 657, Printers' Ink.

**EXECUTIVE  
OPEN FOR POSITION**

Experienced in all phases of sales credits and merchandising work—manufacturing and retail. The directing, assisting and training of salesmen. The planning of advertising and sales promotion campaigns. Able correspondent. Actual field sales experience. Age 33, married. Present salary \$3,600. Write M, Box 635, Printers' Ink.

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Adv. Mgr. of daily in city of 25,000, with experience of 12 years in selling and writing ads. wishes to make change to larger city about Mar. 1. Not a floater, was previously Bus. Mgr. daily in city of 45,000. Age 32. Energetic, enthusiastic worker. Present salary \$75. Address Box 667, Printers' Ink.

### A Half-Day Job

in an advertising agency. Am a college graduate taking advertising at Columbia. Work to learn is my aim. Box 652, P. I.

### Production Manager

Ten years with leading agencies and publishers in New York. Practical printer, expert knowledge all processes of printing, paper, engravings and allied products. Seasoned layout man. An executive, age 30, married. Highest credentials. Box 641, Printers' Ink.

### ADVERTISING SALESMAN

Successful solicitor and manager offers his services to that publisher requiring best of representation in New York and Eastern territory. Experienced in general magazine, class journal, trade and export paper fields; opportunity main consideration; best credentials; letters confidential. Box 672, Printers' Ink.

### PRINTING EXECUTIVE

Mechanical production man wishes to link up with advertising agency or advertising department of an industrial. Employed six years in the printing industry. Knows paper, printing and allied trades, but seeks opportunity along creative lines. College graduate sufficiently matured by experience—ready to carry out with enthusiasm the plans of an organization. Box 666, Printers' Ink.

### Copy Writer and Layout Man

Specialty—Machinery Advertising, but with wide General Advertising experience. Three years with agency, six years in Advt. Depts. of large manufacturers, one year writing and selling direct-mail advertising. Understands thoroughly the buying of art work, engraving, printing, etc. Practical man with plenty of ideas. Wishes position where his experience and ability will count. Box 663, care of Printers' Ink.

### A Managing Editor

of a leading weekly business journal wants to make a change. Has charge of entire editorial department at the present time from accepting manuscripts to final O. K. Prefers New York City. Box 637, Printers' Ink.

## AGENCY EXECUTIVE

College education—"ground floor" merchandising experience as retail grocery salesman with large food manufacturer—at present assistant general manager in charge of all production of million-dollar agency—extensive mail-order experience as account executive on large national account. Desire position of responsibility in agency or corporation. Twenty-eight; married. Will start at \$4,000; any location. Box 658, care of Printers' Ink.

### Copy Writer

23; Princeton graduate; business training with four large corporations; for past year with small new Jersey agency, handling five retail accounts and all routine; a keen, sensible student, merchandiser, writer; ambitious, able, successful; thoroughly qualified as assistant to account executive, copy writer, house-organ editor, advertising manager; desires position with opportunity, preferably with New York agency; minimum salary \$50. Box 647, Printers' Ink.

## BINDERS FOR PRINTERS' INK

### \$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken Book Cloth; lettered in gold.

### Printers' Ink Publishing Co.

185 Madison Ave.

New York

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## In New Orleans

The Louis Grunewald Co. Inc. writes as follows: "The **Outdoor Advertising**★ you have put up for us has not only been very artistic and attractive, but has brought us, we think, very good results."

**Thos. Cusack Co.**

CHICAGO

NEW YORK

★ Painted Display Advertising  
Poster Advertising  
Electric Spectacular Advertising

— Nationwide

# Growth without precedent in newspaper history...

FOUNDED by The Chicago Tribune, New York's Picture Newspaper appeared June 26, 1919; passed the first hundred thousand mark in October, the second last March, and now *grows* at 325,000 copies daily! Circulation 99% concentrated in Greater New York and suburbs...

BRIEF—for busy people; with all news condensed, news photos instead of crowded columns—Chicago Tribune features...

TABLOID in size, with pages of a thousand agate lines; easily read, easily handled, anywhere; and *read all through...*

PROVEN MEDIUM for classified and local copy, and already favored by national advertisers...Not only a unique newspaper, but uniquely successful—because it has a real place in the life of New York people!



IN PREPARATION: An illustrated booklet covering the first eighteen months of the DAILY NEWS, the story of this wonder newspaper. Write for this booklet and a current issue of the DAILY NEWS.

512 Fifth Avenue, New York  
Tribune Building, Chicago

**DAILY NEWS**  
NEW YORK'S PICTURE NEWSPAPER